

Editor & Publisher

® THE FOURTH ESTATE

THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

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GREED, NEGLECT BREED SLUMS

MONROE, Louisiana—About 30 percent of the rental housing in Monroe was classified as substandard by the federal government.

Both Gannett newspapers in town, the Monroe Morning World and the News-Star, investigated why so much of the city's housing was so run-down.

Who was to blame? What could be done about it?

The investigation revealed a history of greed, neglect and indifference.

The city's poor, elderly, disabled and handicapped very often simply

could not afford Monroe's better homes, and the landlords and local government were part of the problem.

People were living in small wooden shacks built nearly 100 years ago. These sharecropper shanties were usually without heating, toilets or running water.

Landlords were reluctant to make improvements because that would cut into their profits.

The city was unwilling to do anything because the slumlords were heavy political contributors or, in some instances, the city fathers themselves were slum landlords.

In a series of well-illustrated reports, the Monroe newspapers brought these conditions to light, named names and pressed for the enforcement of housing codes. As a result, the city has reorganized its enforcement machinery, and low-rent housing is being built. Housing conditions are improving for the poor people of Monroe.

This is the kind of tough, honest, independent journalism of which

all of us at Gannett are most proud.

The efforts of the Monroe newspapers symbolize the professionalism, independence and dedication to community service we all share.

At Gannett, we have a commitment to freedom in every business we're in, whether it's newspaper, TV, radio, outdoor advertising, documentary filmmaking, or public opinion research.

And so from Cleveland to Coffeyville, from Port Huron to Port Chester, every Gannett newspaper, television, and radio station is free to express its own opinions. Each is free to serve the best interests of its own community in its own way.


GANNETT

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"something extra" is just one
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is one of the fastest-growing
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in the country.



INTRODUCING THE ASSOCIATED PRESS POLITICAL DATABANK

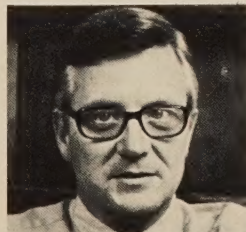
**It will revolutionize
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The new Associated Press Political Databank is an electronic storehouse of information on the 1980 National and State elections. Updated daily, it puts a world of political information at your fingertips. Using computer technology, data retrieval is instantaneous via video screen or high speed printer terminal.

Facts on the candidates, their positions, the issues, strategies, delegate counts, platforms; even itineraries of candidates and key phone numbers are all available.

This new service is produced by the Associated Press; delivery is via The New York Times Information Service, Inc.

The Data bank is on line, with over 50 subscribers, including: The Atlanta Journal & Constitution, Charleston Daily Mail, Columbus Dispatch, Dallas Morning News, Dallas Times Herald, Des Moines Register & Tribune, Detroit Free Press, Newsday, Los Angeles Times, Philadelphia Inquirer, Miami Herald, Minneapolis Star & Tribune, Sacramento



Luke Feck, Vice President & Editor,
Cincinnati Enquirer



Bee, Seattle Times, San Francisco Examiner, Washington Star, Times of London, NBC, CBS, and Time Magazine.

The reaction of editors has been enthusiastic. After a demonstration, Luke Feck, Vice President & Editor of the Cincinnati Enquirer said, "*The AP Databank should add a completely new dimension to our political coverage in 1980—the immediacy and depth of detail will allow us to give the voter more information more quickly than ever before.*"

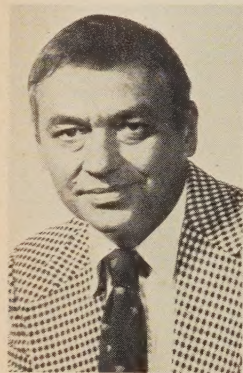
For more information contact:

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50 Rockefeller Plaza, New York, N.Y., 10020
212-262-4000

The New York Times Information Service, Inc.
Suite 86035, One World Trade Center
New York, N.Y., 10048, 212-775-0552

AP Associated Press
Reporting the World

Newspapers choose Landon (for Circulation, too)



Arthur D. Hudnutt,
Publisher/Editor

"Bill Merritt impressed the entire staff with his professionalism," says Arthur Hudnutt, Publisher/Editor, The Chronicle-Telegram, Elyria, Ohio. "He spent one week thoroughly reviewing all phases of our Circulation Dept. As a result, his analysis and recommendations laid the groundwork for solving some problems that needed to be addressed."

For many newspapers, large and small, circulation was the underlying problem of the 1970's. Landon Associates has a professional answer: Bill Merritt. He has the experience, the breadth of knowledge, and the tact needed to help solve your circulation problems as we enter the '80s. He'll work with your people to locate and straighten out trouble areas, reorganize and simplify assignments, root out unnecessary costs, help you get ready for computerization — everything it takes to put your circulation operation on the growth track again.

From small-town newsboy in Colorado to circulation director in Los Angeles and Washington, D.C., Bill Merritt's experience covers newspapers from 4,000 to 600,000 circulation at every job level. He has the professionalism you need.

Write for your copy of "How to Turn Circulation Problems into Growth Opportunities," or call Owen Landon, President, for details.

LANDON ASSOCIATES, INC.

750 Third Avenue, New York City 10017

(212) 867-1112

A Newspaper Marketing Company

EDITOR & PUBLISHER CALENDAR OF EVENTS

February 1980							March 1980							April 1980						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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3	4	5	6	7	8	9	2	3	4	5	6	7	8	6	7	8	9	10	11	12
10	11	12	13	14	15	16	9	10	11	12	13	14	15	13	14	15	16	17	18	19
17	18	19	20	21	22	23	16	17	18	19	20	21	22	20	21	22	23	24	25	26
24	25	26	27	28	29		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

MARCH

- 2-4—Texas Daily Newspaper Association, la Posada Hotel, Laredo, Texas.
- 2-5—Inland Daily Press Association, Hyatt Regency, Phoenix, Ariz.
- 4-5—Landon Seminars, "The Newspaper and Alternate Delivery", Sheraton LaGuardia, New York.
- 6-9—New York Press Association, mid-winter convention, Americana Inn, Albany, N.Y.
- 9-11—New York State Publishers Association, Rye Town Hilton Inn, Rye, N.Y.
- 10-14—ANPA/RI Management Introduction to New Technology, ANPA Research Institute, Easton, Pa.
- 13—Ohio Newspaper Association and Ohio Circulation Managers Association, Newspaper Advertising Bureau Circulation Workshop, Harley Hotel, Columbus, Ohio.
- 13-15—New England Association Circulation Executives, Boston Marriott, Newton, Mass.
- 14-15—Mid-West Circulation Managers Association, Plaza Cosmopolitan, Denver, Colo.
- 16-18—First Amendment Congress, Williamsburg, Va.
- 16-19—ANPA Conference for Young Newspaper Men and Women, Don CeSar Beach Resort Hotel, St. Petersburg, Fla.
- 16-19—ANPA Labor Negotiators Seminar, Houstonian Inn, Houston, Tex.
- 17-19—Advertising Research Foundation annual conference, New York Hilton Hotel.
- 18-21—Inter American Press Association, board of directors, Hotel Carriari, San Jose, Costa Rica.
- 19-22—National Newspaper Association, government affairs conference, and Suburban Newspaper Newspapers of America Editorial Conference, Hyatt Regency, Washington, D.C.
- 23-25—Central States Circulation Managers Association, Galt House, Louisville, Ky.
- 26-28—America's East Newspaper Production Conference, Hershey Convention Center, Hershey, Pa.
- 25-28—ANPA Foundation Conference for Newspaper in Education Program Development, Sir Francis Drake, San Francisco, Calif.
- 27-29—Illinois Press Association, Collinsville Holiday Inn, Ill.
- 30-Apr. 5—ANPA/INPA Newspaper Executives Marketing Seminar, Scottsdale Conference Center, Scottsdale, Ariz.

APRIL

- 1-2—Landon Seminars, "The Newspaper and Alternate Delivery", Hyatt House, Los Angeles, Calif.
- 7-10—American Society of Newspaper Editors, Washington Hilton.
- 11—Maine Press Association spring conference, Orono, Maine.
- 10-12—New Jersey Publisher Association Advertising Conference, Tamiment, Pa.
- 13-16—Newspaper Research Council Conference, Doubletree Inn, Scottsdale Mall, Scottsdale, Arizona.
- 16—New England Associated Press News Executives Association Spring meeting, Sheraton Inn, Boxborough, Mass.
- 16-17—Canadian Daily Newspaper Publishers Association, Royal York Hotel, Toronto.
- 18-20—Society of Professional Journalists, Sigma Delta Chi, Region 8 Conference, Arlington, Texas.
- 21—The Associated Press, Sheraton-Waikiki, Honolulu.
- 22—United Press International, Sheraton-Waikiki, Honolulu.
- 21-23—American Newspaper Publishers Association convention, Sheraton Waikiki (convention headquarters), Honolulu, Hawaii.
- 27-May 1—Newspaper Purchasing Management Association, Portland Hilton, Portland, Ore.

MAY

- 3-4—North Carolina Press Association Mechanical Conference Annual meeting, Jane S. McKimmon Extension Educational Center, North Carolina State University, Raleigh, N.C.
- 4-7—International Newspaper Promotion Association 50th Annual International Conference, Waldorf-Astoria, New York City, N.Y.
- 4-16—Gannett Newspaper Foundation Circulation Management Development Seminar, Hilton Inn on the Campus, Rochester, New York.
- 5-7—International Press Institute 29th General Assembly, Palazzo dei Congressi, Florence, Italy.

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EDITOR & PUBLISHER for March 1, 1980



The high-flying Third Newspaper that's first in St. Louis

Nothing sells like the Suburban Newspapers of Greater St. Louis—The Third Newspaper.

Our group consists of 31 suburban newspapers serving the prosperous St. Louis metro area. And our total circulation has soared to 781,849*. That's more than two and a half times larger than either of the two St. Louis dailies.

We're tops with readers, too. Independent research studies, including one conducted under the jurisdiction of the Advertising Research Foundation, confirm our high and intensive readership.

Readers rip into The Third Newspaper every week for local news, sports and features . . .

and advertised values and special savings. Research proves this, also. For example, 86% of the women interviewed clipped money-saving coupons from their suburban newspapers.

Circulation. Readership. Response. The Third Newspaper has it all. Take a tip from more than 99 of the nation's top advertisers and St. Louis' outstanding retail advertisers. Reserve space in The Third Newspaper. Then fly with us.

***C.A.C. Audit for 12 month period ending 9/30/79 for 30 Suburban Newspapers, 753,901; plus C.A.C. Audit for 6 month period ending 9/30/79 for the East St. Louis News, 27,948.**

Suburban Newspapers of Greater St. Louis

**The Third Newspaper
That's First in St. Louis**

North Office: 9320 Lewis & Clark Blvd., St. Louis, MO 63136 (314) 868/8000
South Office: 7020 Chippewa, St. Louis, MO 63119 (314) 481-1111



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Newsbriefs

Texas weekly acquired

Taylor Communications Inc., a Fort Worth-based firm, has acquired the *New Braunfels* (Tex.) *Herald and Zeitung-Chronicle* from Claude W. Scruggs who will remain as publisher. Taylor, which owns 13 Texas publications, said it plans to convert the 128-year-old weekly to a daily.

The sale was effective January 1, 1980.

Ad on kraft paper

An unusual bank advertising series has been running in the Sunday edition of the *Fort Lauderdale* (Fla.) *News and Sun-Sentinel*. The First Federal Savings and Loan of the Palm Beaches uses a heavy brown paper insert—full page size—to promote its banking services on one side and present an historical essay on the reverse side.

Progressive in financial trouble

The Progressive Magazine, which won a lengthy First Amendment battle against Government suppression of an article about the workings of the hydrogen bomb, needs to raise \$75,000 in order to keep operating.

Progressive editor Erwin Knoll, in a letter to subscribers, said, "Today, with total legal costs approaching a quarter of a million dollars, we know just how costly that victory was." Knoll added, "Quite frankly, it may have cost the life of *The Progressive*."

Knoll told E & P last month that most of the \$250,000 in expenses was paid but the magazine still owed about \$80,000.

Iran to re-admit U.S. reporters

Iran's governing Revolutionary Council decided this week to allow American reporters "whose impartiality is approved by the diplomatic representatives of Iran abroad" to return to the country.

Iranian authorities ousted 86 American journalists in mid-January for alleged biased news coverage and for allegedly giving too much attention to the captivity of 50 Americans being held hostage at the U.S. Embassy in Iran.

Since the American journalists were asked to leave in mid-January, a new Iranian President, Abolhassan Bani-Sadr, was elected. Bani-Sadr, who also heads the Revolutionary Council, at his first news conference after being elected, said he would rather have foreign reporters "writing lies" from inside Iran than from outside the country.

CJR editor dismissed

Robert K. Manoff was dismissed (February 21) as editor of *Columbia Journalism Review*. He was appointed editor of the bi-monthly March, 1979.

Manoff said there had been pressure on him to be less negative and to tone down criticism of newspapers.

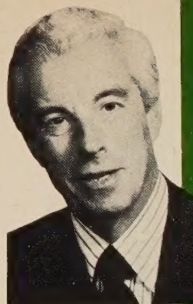
In a joint statement by Osborn Elliott, dean of Columbia University's Graduate School of Journalism, and Edward W. Barrett, publisher, CJR, they said his dismissal was made necessary by Manoff's "consistent inability to send an issue to press on time and from his clear shortcomings as an administrator."



Announcing the 1979 Editor & Publisher NEWSPAPER PROMOTION AWARDS COMPETITION

For the 45th year, Editor & Publisher, in cooperation with the International Newspaper Promotion Association is presenting awards for the best newspaper promotion, research, public relations and related activities. The awards will be presented in 13 classifications and five circulation groups. The deadline for entries is March 28, 1980, with judging held in New York.

For rules and entry blanks, write:
E&P Promotion Contest, c/o Editor & Publisher,
575 Lexington Ave., New York, N.Y. 10022



"Nothing beats the thrill of personal achievement."

-J. Warren McClure

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Success System Program including "Ideas I Borrowed To
Make Millions" but also we'll work together for a year.**

**-J. Warren McClure
President
Ener/Gem Success Systems, Inc.**

**Q: J. Warren McClure, why are you sharing your
personal secrets for success?**

A: Each of us possesses the Freedom to Achieve in any kind of economic conditions. My current goal is to get millions of ambitious men and women to use the "system" that was so vital in achieving my objectives. This system has helped me and numerous associates earn millions in various endeavors and then be able to give away millions to help others. The fun of life is that we don't really know how much we can accomplish, or what is our true potential. I believe in succeeding by helping others succeed and I am convinced that self-improvement is the only investment that always pays off.

Q: What's your background?

A: I began as a salesman and am one still. I ended up owning and publishing newspapers. My career has included being a marketing vice-president, an educator-author, motivator and philanthropist. After "retiring" at age 55 I became a \$3000- to \$5000-a-day consultant and seminar leader. In addition, I'm a director of several national companies.

Q: What else do you do?

A: Recently I wrote a book called *Idea's I Borrowed to Make Millions*, a "how-to" book to help others achieve their potential. This book demonstrated how to progress "The Ener/Gem Way."

Prior to publishing, lightning struck!

I realized what most men and women really want and need is the actual "tool" or "system" that I, and other highly-paid people and real "do-ers," have found invaluable. So I decided to build and offer the first comprehensive system that can guarantee any serious user real results, from the very first day, and every day for a lifetime.

Q: What's the tool called?

A: *Freedom to Achieve with the Ener/Gem Success System*. It includes everything from *Idea's I Borrowed to Make Millions*, plus new input from behavioral psychologists, ideas and exercises that are "how-to" aids to motivation, and over 400 printed pieces including booklets and cards.

Q: How does the Freedom to Achieve Program work?

A: For a one-time investment (which may be deductible), our goal is to get you organized so you can accomplish more, do a better job, and ensure a more complete life. This is possible because we give you, over the course of 12 months (in 12 packages), input for this organizational system that you'll absorb and then utilize every single day of your life.

Q: So the Freedom to Achieve Ener/Gem Success System grows for my lifetime?

A: Yes, unlike a book, manual, or study course, it grows with you for your entire lifetime. It will contain only things that will actually help you. As you realize your own improvement, you yourself will add pertinent input from your everyday reading and from many other sources, beginning with the first day, and continuing forever.

Q: Do I have to study or take exams and send them in?

A: No. It's a system where you constantly receive challenges as well as the motivation and inspiration to proceed. You'll write a few words for your private use then refer to them from time to time. It's a personal

"how-to" learning experience that will help you improve everything you touch.

Q: Where do I keep the System?

A: Near your desk, in a drawer or file cabinet, in your car, or wherever you can refer to it 10 minutes a day. You'll receive input for your System over the first year in 12 packages—one sent to you once each month. We work along with you, all for the one-time investment.

Q: How do I learn to use this tool?

A: You and I have a one-to-one meeting by tape, included in the first shipment. There are also easily understood printed instructions.

Q: What will it do besides stimulate and motivate me?

A: It protects you against forgetting things that are important. It gets you organized, it clears your mind of trivia, until such time as you need to take actions. Plus, you assimilate what's really important to your success as you grow. All your life you'll continue your personal growth, education, and motivation. You'll become better able to effectively compete in any situation.

Q: Is it something I'll use for a while, then quit?

A: No. Like other successful people, you'll use the Freedom to Achieve Program all your life. That's what is unique and so exciting—think of the things you've bought and haven't used, or read and soon forgotten. This system has proven to be different, and amazingly effective.

Q: What's the cost—how do I pay?

A: You can make a one-time payment (and save 10%) or pay quarterly for a year. You can pay by check, money order, or credit card.

You can begin with an investment of only \$30.38 and receive the first three packages, one each month, containing input for your system. You make three more quarterly payments of \$30.38 for a total of only \$121.52. That's all. (This includes the System, plus new input monthly, plus handling and shipping charges to send you help monthly for a whole year.) All you ever pay is \$121.52.

Or you can save time and \$12.15 (save 10%) by making a one-time payment of only \$109.37. That's all. You'll receive 12 packages, one a month. We work together over the year.

This is a self-improvement investment in yourself to help ensure your on-going growth and success every single day of your life. (Incidentally, all the money I make from this project goes into philanthropic work to help others succeed, such as endowed professorships and college scholarships. This is my motivation.)

Q: Do you have a money-back guarantee?

A: Yes. After three months of using the Freedom to Achieve Ener/Gem Success System you have to be convinced you are an improved person, better organized and more highly motivated—or you can simply return all materials and you'll receive a full refund. But I'll be disappointed in you! The system is only for those men and women who really want to forge ahead and to find immediate and lifelong personal and material rewards.

ENER/GEM SUCCESS SYSTEMS, INC.

P.O. Box 404/Wilmette, Illinois/60091

**Would
you invest
less than 30¢ a day for just one year
for new motivation every day
—for a lifetime?**

**I promise to send you something new
for each day, over the next 12 months,
to help you become better at whatever
you're doing . . . and help you find a
more complete life.**



**Parents, Educators,
Personnel Managers . . .**

Here's a chance to help those who need that extra attention to really "get going." You'll be thrilled as you watch individuals get "turned-on" to a more complete, more constructive life. If you ever wanted to help someone, now's the time. Do it!

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P.O. Box 404/Wilmette, Illinois/60091

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As part of your introductory offer please send me as soon as possible:

FREEDOM TO ACHIEVE PROGRAM (\$15)

☐ I want to SAVE 10% (save \$12.15) with ONE-TIME total payment right now of \$109.37 each. (Best buy.)

☐ I want to pay QUARTERLY with \$30.38 right now for the first 3 months, then please make credit card charge or bill me \$30.38 three more times (quarterly) for total of \$121.52.

☐ Illinois residents add 5% sales tax.

Ener/Gem Success Systems, Inc. pays all costs of handling and shipping the 12 packages you'll receive over the next 12 months.

☐ Bill my company—Please enclose purchase order
☐ Check or Money Order Enclosed
Charge to my ☐ Master Charge ☐ Visa

Card No.

Expiration Date

Print Name

Address

City

State

Zip

Signature

First shipment when Credit Card clears

☐ My company desires information on quantity utilization of the Freedom to Achieve Program. Please give us complete information.



Look where a lot of our 1979

These newspapers all placed orders for Goss presses in 1979. When you realize that they represent just a sample of 1979 Goss press orders from this Asia/Pacific area — Japan (Kon-nichi Shimbun, Akatsuki Insatsu Co., Yamagata Shimbun, Shimotsuke Shimbun, Asahi Shimbun, Kobe Shimbun and Tookai Shimo), Taiwan, Hong Kong, Sri Lanka, Thailand, Malaysia, Indonesia and Australia — you might conclude that we have little competition. Not so. On an international scale, our competition is the world.

On other scales, however — press features, system flexibility, quality, service, speed — you could say we

have no competition. That must be why we have an overwhelming market share in this area. And why 32 Asia/Pacific-area newspapers, in 1979 alone, ordered a total of 125 units of Goss presses.

The 75,000 pph Goss Metroliner — the press that made offset possible for large-circulation dailies. 180 worldwide installations: 1,844 Metro units and growing — and the list of users reads like a *Who's Who* of newspapers. The Goss Metroliner family is available in three distinct feature combinations, tailored to suit specific needs. All are designed to fulfill high production requirements with minimum waste, low operating

costs and the finest print quality possible from a 4-page-wide press.

The fully automated Metroliner offers a choice of cutoffs (546 mm, 560 mm, 578 mm, and 598 mm), of folders (3:2 or 2:1) and of RTPs (two- or three-arm reels). A tailored arrangement of halfdecks and dedicated 4-color units assures the flexibility necessary to place color virtually anywhere in the product.

The 25,000 pph Goss Community SSC — the world's most popular single-width web-offset press. Almost 10,000 Community units are in operation worldwide. Goss now offers a whole line of Community presses designed for a dual role.



press orders came from.

All offer the versatility, reliability and operating economies demanded by publishers and printers to enable them to handle a wide range of work. And they incorporate the construction and operational advantages which have been acclaimed throughout the world.

Goss Community presses are available in four different cutoff sizes (546 mm, 560 mm, 578 mm, 630 mm), different printing unit configurations, and with a range of folder options and accessories. A special advantage of all Community presses is the range of features available to aid in the production of quality, multicolor work.

The 50,000 pph Goss Urbanite — another favorite of printers and pub-

lishers, as evidenced by the 4,000 units installed worldwide. This single-width, semicylindrical press is designed specifically to meet the varied production needs of medium-sized dailies and large-circulation weeklies. It can be equipped with a 3-color unit which, together with one standard unit, produces a web with four colors on one side and spot color on the other.

The New 40,000 cph Goss Signature HV — this horizontal-vertical press was designed for multiple use. Its unmatched speed of 40,000 cph is made possible by a patented Goss innovation — the vibration damping design. The press is equipped with a superior

100 to 0 inking system, a new specially designed 2:2 jaw-type folder with three modes of folding and many other new features.

For more information, contact Goss Newspaper Printing Products, Graphic Systems Division, Rockwell International, 3100 S. Central Ave., Chicago, IL 60650. Phone: 312/656-8600.

The Goss systems solution to printing production.



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...where science gets down to business

Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown, President and Editor
Ferdinand C. Teubner, Publisher

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member
Audit Bureau
of Circulations
Member American
Newspaper
Publishers Association



6 mo. average net paid June 30, 1979—25,375

National Periodical Center

A group of librarians under the aegis of the National Commission on Libraries and Information Science (NCLIS) has drafted a bill, now being considered in Congress, to create a "National Periodical Center."

If passed it will create the largest federally-operated photo-copying boondoggle in history and it will also carry the seeds of destruction of a large segment of the privately-owned and operated business, technical and scientific press in this country. E&P's first warning about this development appeared Dec. 1, 1979.

The proposal is that the Center would consist of a collection of 60,000 to 90,000 different journals deemed essential and permanent, including the complete backlists of each, combined with an order fulfillment service. The Center would furnish libraries with photocopies of journal articles through a federally-funded computerized bibliographic device to locate articles.

The current legislative proposal contemplates a government investment of \$75 million in the first five years. Harcourt Brace Jovanovich, which creates and disseminates scientific, technical and medical journals, estimates a start-up cost involving only 30,000 different journals would be between \$200 and \$500 million. Furthermore, it estimates that libraries will not use the system if they are required to pay actual costs so the end result would be continuing and mounting government subsidies.

Arthur D. Little & Co., which has made a study of the proposed Center, reports it would be out of date within five years and is unnecessary.

Harcourt Brace Jovanovich supports our view that "in due course, journal publishers will cease to exist independently." Even if scholarly journals and societies refuse to join such a system voluntarily, "what library will buy subscriptions when the most desired articles are available at a subsidized cost of \$2 or \$3 if the actual cost of furnishing a copy is \$20 to \$25 per copy? Sales of sets of backlist copies will end totally. Copyright fees payable to the journals for this reuse will be insignificant."

The House Education and Labor Committee has included an authorization of \$75 million for this purpose in higher education legislation being considered. The Senate Subcommittee on Education, Arts and Humanities under the chairmanship of Claiborne Pell (R.I.) will shortly consider it. While the NPC is not now in the Senate bill, its proponents and opponents expect it will be included.

At a time when government should be economizing, it is a complete waste of the taxpayers' money to spend it on a service which would be destructively competitive to important segments of a free press in trying to perform a service already available to readers and researchers.

The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: John P. Consoli, Bill Gloede, Andrew Radolf, Lenora Williamson, Earl W. Wilken

Midwest Editor: Celeste Huenergard

Washington Correspondent: I. William Hill

West Coast Correspondent: M.L. Stein

Promotion Manager: George Wilt

Advertising Manager: Donald L. Parvin

Sales Representatives: Steven Ahmuty, Richard J. Flynn, Norman Messer, Robert J. Mathes, Durland Stewart

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EDITOR & PUBLISHER for March 1, 1980

Letters

REBUTTAL

I'd like to respond to Laura Sansom of the *Monterey (Calif.) Peninsula Herald* who charges that the 1980 Newspaper Advertising Planbook cover is "sexist" and "repulsive" (E&P, Feb. 16).

It is important that all materials from the Newspaper Advertising Bureau meet high standards of graphic excellence and reflect the excitement and contemporary vitality of today's newspaper medium, in which great advances are taking place in technology, editorial content and style. I believe our cover does this.

To meet that high standard we commissioned a cover by Peter Lloyd, one of the country's top illustrators and a medalist of the Society of Illustrators. The cover has just received an Award of Merit in the prestigious annual competition of the Society of Illustrators. The whole printing of 75,000 (largest ever) sold out in two months, an indication of its wide-spread acceptance.

Far from depicting a "dumb blonde," our cover was conceived as a salute to today's spirited, proud, self-sufficient woman. To avoid any pinup connotations the figure was rendered as if sawed out of a sheet of stainless steel. It was not intended to be "appealing to men" in the sense Ms. Sansom implies, although it might titillate R2D2.

Incidentally, I think her alternate Planbook cover is pretty good and disagree with her boss who thought it "repulsive." The statue seems to have considerable artistic merit, though of course that's a matter of taste and I've been wrong before.

I was just notified that our cover also has received a Certificate of Excellence from the American Institute of Graphic Arts.

HANK SIMONS

(Simons is vicepresident, creative director, Newspaper Advertising Bureau Inc., N.Y.)

BATTLING GHOSTS

It seems some people aren't happy until they have struck back at some ghost of an offense. Laura Sansom of the *Monterey Peninsula Herald* is battling ghosts when she asserts a blonde woman with a nice body conjures visions of stupidity.

If Sansom is offended, imagine the anger of the nicely built, blonde ad saleswomen across the country. Until they read about Sansom's indignity, they may have thought they had some brains.

In a business concerned with people, it makes sense to use people-models in the graphics, whether those people are male or female. And it makes sense for those models to be attractive.

STEVEN R. CAULK

(Caulk is sports writer, *Morristown (N.J.) Daily Record*.)

EDITOR & PUBLISHER for March 1, 1980

YOU'RE FIRED MS.

It is people like Laura Sansom, the advertising salesperson for the *Monterey Peninsula Herald*, who with her very narrow-minded sexist attitude hinders the ever widening gap between men and women.

Instead of being a total professional, she concerns herself with a "repulsive" to women attitude.

Personally, I think the ad cover is super! If the cover had a male with the same circa 1950's setting I would also like it. I do not see where this exploits women. Also, I do not see where the cover "typifies the stereotype dumb blond/no brain, just a body." In fact, the more I look at the cover, the more I like it.

Now for Ms. Sansom. Lady, if you worked for me and refused to distribute the Ad Bureau Planbook, with cover, to retail clients, guess what would happen to you and your "sexist" and "repulsive" attitude? That's correct—out of a job and on the streets and in a hurry, too.

Women and men, don't you think it is time the pendulum swings back to being professional communicators instead of constantly looking for sexist connotations which are not there in the first place. Sexism has replaced good common sense. Let's get back to the communication job at hand.

M. STONE MERRIMAN

1112 Chosin Street
Barstow, California 92311

FOR THE RECORD

We take exception!

Laura Sansom (E&P, Feb. 16) describes the cover of the Newspaper Advertising Bureau's 1980 Advertising Planbook as "sexist" in one breath and brands secretaries as dumb in the next.

According to Webster:

Dumb—devoid of power of speech; markedly lacking in intelligence; lacking some usual attribute or accompaniment; exasperatingly obtuse; stupid.

Secretary—one employed to handle correspondence and manage routine and detail work for a superior.



Cartoon by Jack McLeod, *Buffalo Evening News*

Superior—situated higher up; of higher rank; quality or importance; excellent of its kind.

For Sansom's enlightenment, a secretary, the woman (some are male, but the majority are female) behind the top man oversees the daily routine, sells her boss and her company, as well as herself; must be a statistician, a mathematician, employee/public relations buffer, social psychologist, banker, stockbroker, income tax expert, mind reader, perpetual calendar, etc., etc.; and last but not least, the best damned actress in town. She remains calm when everything is falling apart, pours oil on troubled waters, accepts the blame for any and all errors, even when her head is splitting, her back aches, her child is in the hospital with two broken legs and her husband is having an affair with an advertising salesperson.

This is a thumbnail sketch of a secretary. Dumb???

LUCILLE BERG

JEAN WINGARD

LOA JANE MEYER

PHYLLIS ROE

(The letter writers are secretaries at the *Riverside (Calif.) Press-Enterprise*.)

SPECIAL BULLETIN



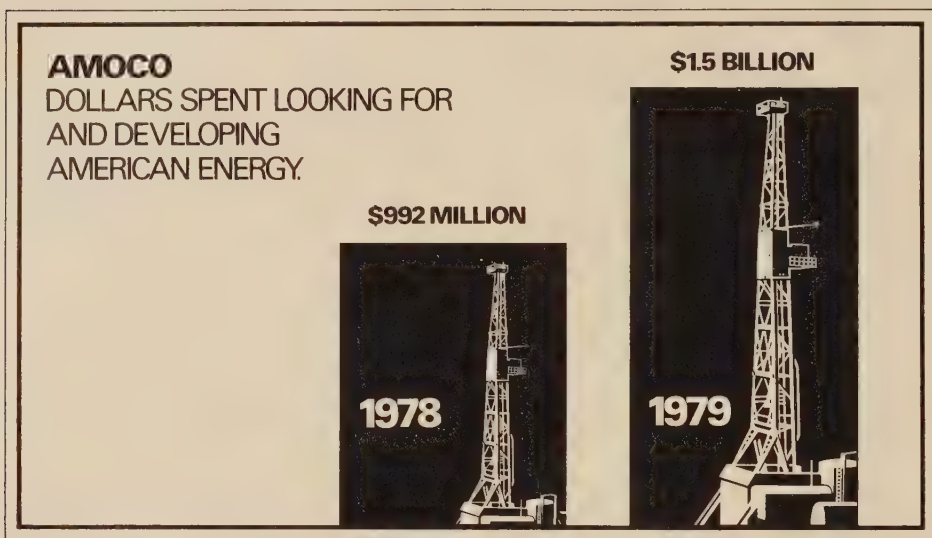
If it's controversy your readers want... strong opinions on major issues... provocative, personal insights by noted authorities and writers—there's no better way to fill that need than with our weekly selections from the celebrated Op-Ed page of The New York Times. The Times originated the concept of an editorial "forum"; and, today, Op-Ed articles cover every imaginable subject from psychology to science. The writing is informed, stimulating commentary right from the center of the action. Call Dan Barber or Nancy Kammer at (212) 972-1070, or Paul Finch at (212) 278-4534.

The New York Times Syndication Sales Corporation, 200 Park Avenue, New York, N.Y. 10017



Special Features

How Amoco spent its money in 1979 finding oil and natural gas in America.



We helped drill more wells in the U.S. than ever before.

During this past year, Amoco Production Company helped drill 2,167 new oil and natural gas wells in this country—more than ever before. And our work has led to the discovery of substantial new reserves of oil and natural gas for America.

We've been a leader in some of the most active drilling areas in the United States in our search for new domestic energy. Areas like the Overthrust Belt in Utah and Wyoming, the Tuscaloosa Trend in Louisiana, and the Gulf of Mexico, where a single well can cost as much as \$7.5 million.

We spent 57% more than last year finding and developing oil and natural gas in the U.S.

In 1979 Amoco spent more than \$1.5 billion looking for and developing American energy. To give you an idea about what \$1.5 billion means: We spent an average of 4 million dollars per day, every day, during 1979. Our \$1.5 billion total is 57% more than last year's. In fact, we invested more money in 1979 in this country than we earned worldwide in 1979... nearly 48 million dollars more.

Most of this money was spent in searching for traditional oil and natural gas, but we put a lot of dollars into other forms of energy, too—like oil shale and gasohol.

We made 2.8¢ per gallon on the petroleum products we sold in the U.S.

You hear a lot these days about "excessive oil profits." But when you get right down to it, the amount of money we earn from each gallon of petroleum product sold is only about 2.8¢ per gallon. Earnings are vital to our business. They help us develop new supplies of American energy...and create jobs along the way. But most of the money you spend on gasoline is going right into the pockets of the foreign countries that supply crude oil.

We're paying more for foreign oil than ever before.

Foreign oil prices have risen dramatically in the last 12 months. At Amoco, we paid \$3.8 billion for foreign oil last year—\$1.5 billion more than we paid in 1978. And the amount of money America spent on foreign oil jumped from \$40 billion in 1978 to about \$60 billion last year; even though the amount of oil America actually

imported remained nearly the same. Right now, America imports nearly half the oil it uses. The only real answer to excessive foreign oil imports—and the damage this causes to America's economy—is to find and develop more American energy.

We want to outdo ourselves in 1980.

Our country's energy problem is still with us. It's a fact that conventional oil and natural gas will remain our country's primary fuels into the next century...but known reserves are being used up. We plan to spend even more in 1980 to drill more wells and make more progress in synthetic fuel development. We are going to do our best to help get you the energy you need.

America runs better on American oil.



Majority of dailies fill ad positioning requests

By Bill Gloede

The Newspaper Advertising Bureau's 1979 Inventory of Editorial Content reveals that 80% of 1,373 daily newspapers surveyed are willing to position advertising near "appropriate" editorial matter, though 20% said the publication's willingness to position an ad depended on the type of advertising involved.

The survey, an update of earlier inventories conducted in 1967 and 1974, is based on completed questionnaires from 1,373 newspapers representing 79% of all U.S. dailies and 92% of total U.S. daily circulation. The NAB mailed questionnaires to every daily newspaper in the country.

The survey was originally intended to provide advertisers and ad agencies with a list of individual features or columns to be used to position advertising near particular kinds of editorial content. The 1979 survey, however, was expanded to include questions on changes in content, graphics and layout; the presence of Op-Ed pages; and the proportion of home delivered circulation.

The study, which was released last week, found that the majority of the dailies which are willing to position ads near related editorial matter are willing to do the positioning at no extra cost to the advertiser.

The inventory strongly suggests that American newspapers are "experiencing a period of unprecedented, sweeping change," according to the NAB. Six out of ten daily newspapers report that within the past two years they have made substantial changes in both graphics and content.

"Innovation is particularly evident among the largest newspapers with the greatest financial resources and the largest newshole," reports the bureau.

The three most frequently reported changes in content are an increased ratio of local and state news to national and international news (by 35% of all dailies); an increased ratio of features to hard news (24%); and the addition of a special lifestyle section (23%).

The three most popular changes in graphics and layout are increased use of photographs (37%); changes in column width (30%); and changes in masthead (27%).

Concerning content changes, the inventory states:

"The rapidly changing character of the daily newspaper is reflected in contemporary content, particularly in statistics for OP ED pages. The term OP ED, designating a page opposite the regular editorial page, containing essays, articles or political commentary by outside writers as well as staff members, was coined as recently as 1972, by the New York Times. Today, 36% of all the nation's newspapers report that they have an OP ED page; 86% of those with circulations of 100,000 and over, as well as 63% of those with circulations between 50,000 and 100,000.

"In 1961, the *Houston Chronicle* introduced a feature called 'Watch 'Em,' which is generally accepted as the prototype for 'Consumer Action' or 'Hot Line' columns. In 1979, 28% of all daily newspapers carry a consumer action feature at least once a week. Among dailies with circulations of 100,000 or more, 65% have such a feature.

"The tremendous variety of feature content in today's newspaper is easily documented: In all, the newspapers responding to this survey were asked about fifty-four categories of feature content, but there were only four instances in which a given type of feature did not appear at least once a week in 10% or more of all newspapers.

"As newspapers continue to add new features, other kinds of content which have long been associated with the

American daily remain very popular. Eight categories of content are carried by at least three-fourths of all newspapers in the nation. These are: Comics (97%), Spectator Sports (92%), Participant Sports (86%), Society (85%), TV Log (85%), Astrology (78%), Recipes (78%), and Games and Puzzles (75%).

"Given the larger newshole of big circulation newspapers, almost any given feature is more likely to appear in these dailies than in smaller newspapers. However, there are a few exceptions to this general rule: Farm and Ranch features, which appear in 47% of the smallest dailies (circulation under 10,000) but only 24% of the largest (circulation 100,000 and over); Religion, in 72% of the smallest and 25% of the largest; School News, in 69% of the smallest and 37% of the largest; and Society, in 87% of the smallest and 73% of the largest.

"The newspapers carrying any given feature or column tend to have it only on particular weekdays, not in every daily edition. However, nine types of features appear daily in at least nine out of ten of those newspapers carrying them at least once a week. These are: Astrology, Bridge, Games and Puzzles, Personal Advice, Security and Commodity Quotations, Society, Spectator Sports, Participant Sports, and Weather Map.

"The importance of building the newspaper reading habit early has long been recognized, and today's dailies do not depend exclusively on comic strips to introduce children to newspapers. Half (50%) of all the newspapers in the nation carry children's features other than comics at least once a week. Al-

(Continued on page 50)

POLICY ON POSITIONING OF ADVERTISING

(by Circulation)

	Total	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Position advertising near appropriate editorial on request	61%	48%	50%	57%	59%	68%
At no extra charge	47	41	37	43	42	55
With extra charge	13	6	10	14	15	12
Not reported	1	1	3	—	2	1
Depends on type of advertising	20%	24%	22%	20%	21%	19%
At no extra charge	15	20	16	15	17	14
With extra charge	4	3	5	4	3	4
Not reported	1	1	1	1	1	1
Would not position advertising	10%	13%	16%	12%	11%	7%
Not reported	9	15	12	11	9	6
Base: Newspapers responding=100%	—	(119)	(137)	(232)	(375)	(510)
(Total line has been weighted to reflect national distribution of circulation size groups.)						

Ad-less paper hits Phoenix streets

The *Arizona Republic* and *Phoenix Gazette* went to bed Monday (February 25) night virtually without advertising due to a newsprint crunch brought on by the severe weather conditions there in the previous several days.

Tuesday's editions of both papers contained 20 pages of editorial supported by a meager 20 inches of paid death notices and a little over seven inches of legal

advertising.

"We just got caught in between low inventories and the bad weather," explained Duke Tully, associate publisher and general manager for the Phoenix Newspapers.

"We just didn't have any give in the string," he continued, "we've been low on inventories like a lot of people all along, and with the floods knocking out so many of our bridges, the turnaround time on the trucks tripled to get the newsprint in by truck."

Tully explained that the "final straw came Thursday (Feb. 21) when the Santa Fe Railroad had a problem with the rail trestle at Wickenburg (Az.) and could not get the newsprint in."

Once news of the railroad problem reached Phoenix Newspapers executives, the decision to cut virtually all the advertising out of the Tuesday newspapers was made. Although the newspapers had a theoretical four-day supply of newsprint on hand, the necessary sizes were not available to produce the normal 72 to 80 page product. According to Tully, the only newsprint available was full sized sheets; the papers had no half or quarter size newsprint on hand. The result was a 20 page newspaper which contained all the regular editorial features and news columns but no display or regular classified advertising. Tully said the death notices were run because, "We tried to be sympathetic about that at least." The legals were included because the city of Phoenix would have been in violation of the law if they were precluded from publication.

Tully said there is no way the papers can compute the amount of revenue lost due to the ad-less papers. He said advertisers were "super, just super" in cooperating in the newsprint emergency. Many simply rescheduled their ads for later in the week. The only total loss, he said, was the papers' regular revenue from classified.

In anticipation of the newsprint crunch, Sundays' editions of *The Republic* were "rainbow editions," according to Tully. The paper used all its color newsprint in an effort to save regular rolls for later in the week.

Readers, who were forewarned of Tuesdays ad-less paper on Friday, reacted with "admiration," according to Tully. "We went ahead and gave them their news," he added.

Tully said the paper was back to normal by Wednesday, but the company won't be out of the newsprint woods until April, when the first shipments of a 10,000 ton European newsprint order are slated for delivery.



CITATION—Richard A. Oppel, editor, *Charlotte* (N.C.) *Observer*, left, is presented a special citation by Joseph H. Young, chairman of board of the American Cancer Society.

Cancer Society's board praises special report

Charlotte Observer received a special citation from the American Cancer Society at a meeting of its National Board of Directors on February 8 in New York City.

The *Observer* was cited as an example of journalism at its best: honest, fearless, straightforward, for publication of a special 20-page report, "Our Tobacco Dilemma."

Joseph H. Young, chairman of the board of the American Cancer Society, presented the citation to Richard A. Oppel, editor of the *Charlotte Observer* with the following remarks:

"On Sunday, March 25, 1979, The *Charlotte Observer* printed a special 20 page report titled—"Our Tobacco Dilemma." We believe that this is the most comprehensive look at the problem of cigarette smoking ever undertaken by an American newspaper. For over two months 20 staff members of the *Observer*—reporters, photographers, artists, editorial writers, researchers and editors—worked as a team throughout the State of North Carolina and many other parts of the nation to produce this special report.

"This is American journalism at its very best—honest in face of the issues, fearless in dealing with the diverse interests and straightforward in its impact on the people of North Carolina. We believe that this effort is deserving of our highest recognition and appreciation."

New daily planned

Quebecor Inc. said it plans to publish a morning daily tabloid in Newark, N.J. Pierre Peladeau, publisher and president, said he expects the *Newark Sun* to appear on April 1. The *Sun* will follow the style of the *Philadelphia Journal*, which Quebecor started 26-months ago. Employees of the newspaper are urged to buy stock in Quebecor.

EDITOR & PUBLISHER for March 1, 1980

Political news in newspaper followed closely

Seventy-four percent of those surveyed in a recent *Los Angeles Times* poll said they regularly follow governmental and political issues by reading newspapers.

This was particularly true among college-educated and higher income people, according to the December 16-18 telephone survey of 1,047 adults—including 766 registered voters.

Eighty-five percent of those polled said they regularly watch television news; 92 percent said they were following the Iran hostage situation "closely" in the press.

Next most closely followed news issues were the energy and gas shortage (86%), price rises and declines (78%), Israeli-Arab relations (52%) and the presidential campaign (51%).

Newsmen were tied with businessmen (at 18%) and ahead of officeholders (7%) and union leaders (5%) when those surveyed were asked which one or two kinds of people they respected the most. Ministers (53%), policemen (41%) and judges (23%) led the list.

One of ten surveyed wanted less presidential campaign news while slightly more than half wanted more. In "good" over "poor" comparisons, those polled approved of Chappaquiddick coverage 2 to 1. But almost half also said they wanted less news about that incident, while one-fourth wanted more news about it.

Forty two percent of those surveyed called coverage of Senator Edward Kennedy's campaign "fair," while 30%—particularly Republicans—said the press is making Kennedy look "better" than he is and 23% said it is making him look "worse."

Sixty-three percent said GOP hopeful Ronald Reagan was getting "fair" coverage, with 17% saying he was made to look "better" and 12% "worse" than he really is. President Carter was believed to be treated fairly by 59% of those surveyed.

Supreme Court in Alaska to decide first Fol case

The Alaskan press is preparing for the first Freedom of Information case ever to go to its State Supreme Court.

The case involves the *Peninsula Clarion* and the city of Kenai and stems from a dispute last summer over access to names and resumes of applicants for the city manager's job.

Last summer, the *Clarion* won a restraining order and then an injunction requiring the city of Kenai to open its records and meetings related to the hiring of a city manager.

The daily newspaper, after receiving a copy of the successful applicant's resume, reported that the newly hired city manager had falsified his previous experience, education and salary in applying for the job. The city manager acknowledged the falsification and resigned.

The city of Kenai has argued that applications for the city manager's post are not among public records subject to disclosure under Alaska's law related to inspection and copying of public documents.

The city has also argued that the state law permitting inspection of public records does not apply to municipalities and that applications and resumes for the city manager position are protected from disclosure by the right of privacy guaranteed in Alaska's State Constitution.

The city also contends that Alaska's open meeting law does not apply to "informal discussions" among individual council members not in an official meeting.

The *Ketchikan (Alaska) Daily News* a few years ago won a similar lower court ruling against the Ketchikan Gateway Borough, but the case was not appealed to the higher court.

The Reporters Committee for Freedom of the Press is reviewing the case and may file a "friend of the court" brief on behalf of the *Clarion* newspaper.

The Kenai city government reportedly decided to appeal this case with encouragement from the Alaska Municipal League.

It may be a while before the State Supreme Court hears the case, according to *Clarion* managing editor Ron Chappel. Briefs still have to be filed by both sides in the case and since the crisis has passed in Kenai, there is no urgency for speedy consideration of the issues by the state's highest court.

Meanwhile, Alaskan State Senator Robert Mulcahy, chairman of the Senate State Affairs Committee, has requested and received a draft of a new state Freedom of Information bill put together by

the Alaska Freedom of Information Task Force.

The Task Force has doubled in size recently and now numbers 22 media organizations in Alaska.

Statistician joins Newspaper Ad Bureau

Melvyn L. Meer has joined the Newspaper Advertising Bureau, Inc. as manager of economic and media analysis. He will head up analytical, statistical and forecasting activities relating to newspapers and other media, and will report to B. Stuart Tolley, vice president and research director.

Meer was formerly deputy director of the Legislative Office of Budget Review, an agency of the New York City Council and Board of Estimate. Before that he was vicepresident and manager of financial policy analysis for the International Banking Department of the Chase Manhattan Bank.

Other posts in Meer's background include: principal industrial economist, Union Carbide Corporation; assistant professor of economics, University of Maryland, and fiscal economist, U.S. Bureau of the Budget.

A PhD in economics from the University of Minnesota (1966), Meer is a 1960 graduate of Brooklyn College of the City University of New York with an AB in economics. He is also a member of the New York Association of Business Economists.

U.S. Supreme Court kills invasion of privacy suit

The Supreme Court (February 25) killed an invasion of privacy law suit against the *Des Moines Register and Tribune* based on publication of the name of a woman who was sterilized while in a county health home accused of having low health care standards.

The justices, without comment, left intact an Iowa Supreme Court decision dismissing Robin Howard's suit against the newspaper, reporter Margaret Engel and Dr. Roy Sloan, the psychiatrist quoted by the newspaper as justifying the sterilization by saying she would be a "questionable risk" when it came to having and rearing a baby.

The suit had sought \$1 million from each defendant.

Howard sued after she was named in an article about the Jasper County home,

5 Vt. reporters are subpoenaed

Five Vermont reporters had their notes subpoenaed by a defense attorney in an embezzlement case.

Vermont District Court Judge Lewis Springer heard arguments by the reporters' attorneys on February 22 and has given the defense attorney, Duncan Kilmartin, until March 3 to file a written response to those arguments. At that time, Springer will determine whether or not to quash the subpoenas.

The reporters involved are Wayne Davis of Associated Press, Richard Savino of the *Newport Daily Express*, Michael Donoghue of the *Burlington Free Press*, Cary Gladstone of WKE radio and Nancy English of WCAX-tv.

The case is an unusual one, according to Burlington Free Press' Jim Welch, who said it involves a personal feud between Kilmartin and Orleans County State Attorney Leroy Null.

Null is under indictment on five counts of perjury.

Kilmartin reportedly contacted the legislature seeking to have Null removed from office because of the indictments.

Davis later did a story, which the other reporters followed up on, that stated Null had filed misconduct charges with the Professional Conduct Board against Kilmartin. Complaints to the board are confidential and Kilmartin contends Null leaked this information.

The story also reported that the special prosecutor who obtained the indictment against Null is a relative of Armand Blais, the man Kilmartin is representing in the embezzlement trial.

Kilmartin contends that the information he alleges was leaked by Null makes it impossible for Blais to get a fair trial.

in Newton, Iowa, that was published February 15, 1976. The article said Howard—then known as Robi Woody—was sterilized against her wishes. The decision was made by her parents and Dr. Sloan, the county home's psychiatrist.

Howard alleged that the newspaper published the article without her knowledge or consent, naming and describing intimate and personal details of her life with "malicious contempt and utter disregard for her feelings." The article invaded her private life and exploited an event in her past, she said.

The newspaper responded that the article was based on public records and interviews and that Howard had told friends about her condition, thus waiving expectation of privacy.

ANPA board votes RI move to Reston

By Earl Wilken

The board of directors of the American Newspaper Publishers Association at their February 1980 meeting in Puerto Rico, adopted a plan for the expansion of ANPA's headquarters facilities at The Newspaper Center in Reston, Va., and for the transfer to Reston of the technical research activities now performed at the Research Institute in Easton, Pa.

The board received a final report and recommendation from the Association's Action Group on Sites, Facilities and Operations. The Action Group, the board said, had conducted a detailed study since it was established nearly two years ago by the chairman and president of the ANPA, Allen H. Neuharth.

The ANPA vicechairman, Len H. Small, publisher of the *Kankakee* (Ill.) *Journal*, was chairman of the Action Group. Other members of that group were: Harold W. Andersen, president of the *Omaha* (Nebr.) *World-Herald*; Lyell B. Clay, publisher of the *Charleston* (W. Va.) *Daily Mail*; Stanton R. Cook, president of the *Chicago Tribune*; and Ralph S. Roth, vicepresident of production of Knight Ridder Newspapers.

The Action Group's report to the ANPA board recommended, "transition of ANPA Research Institute programs and activities from Easton to Reston begin promptly, looking toward the ultimate placement of all Research Institute activities needed for the future at Reston with new construction at Reston as necessary."

The board said in approving the recommendation in concept, it was establishing the policy, "so as to position ANPA for optimum future service to its membership."

The board also said its action came after an extensive examination of how ANPA could best serve the future needs of member newspapers. It concluded the Easton facilities would have to be renovated and expanded within a very few years. It was decided, the board stated, that since major capital expenditures were going to be required there would be significant future benefits to the membership in consolidating this construction and expansion at ANPA's headquarters site in Reston.

Included in the ANPA transfer release was Neuharth's announcement that he had named five directors to a new Association Facilities Planning Committee (AFPC) which will prepare and propose to the board, a detailed plan for implementation of this new long-range policy.

Committee members are: Len H.

Small, chairman; Stanton R. Cook; Richard J.V. Johnson, president of the *Houston Chronicle*; Charles M. Meredith III, publisher of the *Quakertown* (Pa.) *Free Press*, and Warren H. Phillips, chairman and president of Dow Jones & Co.

Neuharth said, "this committee will consider possible transition timing and increments and will develop options for efficient and economical construction of a building addition at Reston."

Neuharth went on to say, "in all its work the committee will take into full and proper regard the anticipated future needs of ANPA's member newspapers and the personal considerations of ANPA employees."

Small, chairman of the new AFPC, said, "as we approach planning for this project we will be keeping all our options open, and we will be retaining full flexibility to act however proves wise and proper depending upon economic conditions. Our Association is in sound financial shape now, and we will keep it so."

Late last year, the board of directors of ANPA decided to move the office of vicepresident/technical from Easton to Reston. This action, the board said, was taken so that William D. Rinehart, who holds that position, could more readily assist executive vicepresident, Jerry W. Friedheim, in management of all the Association's research and technical activities including those now at Easton, those now at Reston and the new telecommunications staff department to be formed at Reston sometime this spring.

In February the ANPA officially released the board's decision that Rinehart would have his office moved to Reston about March 1. The announcement on Rinehart's move also said he would continue to supervise ANPA/RI operations from his new Reston location. Then on February 22, the ANPA said that effective March 1, George Cashau would be coordinator of operations for ANPA activities at Easton and the director of the production department, Peter P. Romano, and the director of the research center, Erwin Jaffe, would report to Cashau on day-to-day operations at Easton.

In a telephone conference interview with Small and Friedheim, EDITOR & PUBLISHER asked these questions on February 22.

Did the very favorable findings for the RI operation in Easton in the Yankelovich, Skelly and White study done in 1978 and commissioned by the ANPA, bring about the transfer action of the RI operation to Reston?

The two ANPA executives said the re-

cent announcement on the transfer was not in response to the study findings and was not a power play. The present environment of government, they both said, strengthened the need to have all activities under one roof and in the Washington area. The executives also pointed to the fact the directors had unanimously approved the action.

The Yankelovich study reported the following on some of the industry's attitudes on the Easton RI operation.

Under section IV (Service of ANPA), this question was asked. "Below is a list of some of the services that ANPA offers to its members. Which are you familiar with or have you heard of?"

Respondents said, 75%, they were familiar with or heard of the RI production department and 73%, said they were familiar with or heard of the research center. Only one other ANPA service had a rating as high as 75% and that was the Labor Relations (union) activities.

On the Yankelovich question of the one or two publications that were the most important and useful to the members, 26% checked the Research Institute Bulletin. The highest mark in this category went to the General Bulletin with a 35% rating.

In response to the question about combining the Reston and Easton services at one location, 19% of the respondents agreed strongly, 24% agreed partially and 25% disagreed.

The Yankelovich question directed to the RI placing too much emphasis on short-range problems and not enough on long-range research, 5% agreed strongly, 22% agreed partially and 38% disagreed.

In the summary evaluation of the study, members were asked to rate on a scale of 1 to 7, with 1 being "not at all helpful" and 7 being "very helpful", the following: the annual ANPA (Publishers) Convention; RI Production Management Conference. The publishers convention was rated 4.6 while the RI production conference was given a 5.6 rating.

Both the RI production department and the RI research center were rated at 5.3 on the above scale. The only other ANPA service to receive a 5.3 rating was the Labor Relations (union) service.

One industry observer who requested anonymity said the favorable ratings in the Yankelovich study certainly didn't help the position of the RI people in the decision to move to Reston.

EDITOR & PUBLISHER asked both Small and Friedheim about ANPA policy on the employees at Easton. Small and Friedheim said they went to Easton and asked all of the employees to go to Reston. The time frame for the move, they said, was about two years. They also told E&P that all of the Easton employees would be treated fairly. One source told E&P that most of the 50 staff members at

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Coupon caper to yield N.J. indictments

The Washington-based Gannett News Service has reported that 25 to 27 New Jersey merchants are about to be indicted in connection with the U.S. Postal Service's "Breen" coupon sting operation.

According to GNS, some 400 New Jersey merchants attempted to mail-redeem 25 cents-off coupons for "Breen," a non-existent detergent conceived by postal authorities to trace coupon fraud.

The coupons were planted back in 1978 in two New York newspapers and in the *Newark* (N.J.) *Star Ledger*. The anticipated indictments stem from mail-redemption of coupons which ran in the *Ledger*.

GNS reported that postal authorities were able to build strong cases against 25 to 27 of the 400 New Jersey firms which attempted to redeem the coupons.

A spokesman for the U.S. Attorney's office in Newark refused to confirm or deny the GNS story.

GNS executive editor Bob Dubill told E&P, "We had sources in New Jersey saying that there were going to be indictments in the northern part of the state and that postal authorities were checking into the Philadelphia-Camden (N.J.) area."

The "Breen" sting operation netted some 100 separate charges against persons and corporations in New York state. Several of those charged in the investigation have pleaded guilty.

GNS reported that the indictments were expected to materialize before the end of February.

Meantime, the F.B.I. and the U.S. Postal Service, in cooperation with several coupon industry organizations, are conducting a large-scale investigation in the Philadelphia ADI, considered by experts to be the mail-redemption capital of the nation (E&P, Feb. 16). Spokesmen for the F.B.I.'s Philadelphia office refused to confirm or deny the existence of the investigation, but did disclose the fact that similar investigations concerning coupon mail-redemption are underway in markets throughout the country. No specifics were given.

One F.B.I. spokesman rapped newspaper executives in the Philadelphia area for talking freely about the F.B.I.'s probe there, although the spokesman refused to confirm or deny the existence of any such investigation.

In the midst of all the talk about coupon investigations in the Philadelphia market, KYW-TV, Channel 3 in Philadelphia, has hired coupon-clipping wiz Susan Samtur to appear every Wednesday on the station's Evening Magazine show.

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House votes to check accuracy of news story

By I. William Hill

The House voted on February 13 to give its Rules Committee the ombudsman-like task of inquiring into the accuracy of a story published in the *Washington Post*.

The story, headlined "House Loses Secret Bid for Immunity," appeared February 9.

Coming at a time when the American people think Congress "is engaged in some kind of massive coverup," Minority Leader John J. Rhodes called on the House to dispose of the mistaken belief that Congress "will do anything to protect its members."

Rhodes spoke during consideration of HR 578, a resolution proposed by Representative Richard Bolling (D-Mo) wherein Bolling called for an inquiry into the Post story by the Rules Committee.

In opening debate, Bolling quoted this sentence from The Post's story: "The House of Representatives this week lost a secret effort in court to obtain a ruling that Congressmen do not have to respond to federal grand jury subpoenas for House records."

Bolling went on to say that the House had never authorized any such action on its behalf and declared that the newspaper story affected "the honor and dignity of the House."

What the story had said was that Representative Charles H. Wilson (D-Calif) had sought in three courts to have a subpoena for certain of his personnel records quashed and that the attendant proceedings be kept secret. (In the past, Wilson has been charged with payroll padding.) The story went on to say that the procedure departed from House's response to subpoenas in the past and that Wilson's requests were denied, first by U.S. District Chief Judge William B. Bryant, then by the U.S. Court of Appeals and then by Chief Justice Warren Burger.

In his speech to the House, Rhodes said that what was secret, as far as the House was concerned, was the fact Wilson's records had been subpoenaed. He pointed out that the usual procedure is to call attention of the House to the subpoenas, with the House itself deciding if the subpoenas should be honored.

"Instead of that," Rhodes said, "attorneys who are on the payroll of the Clerk of the House went to the appropriate district court and asked, in conjunction with the member (Wilson) and his attorneys, that the subpoena be quashed and also asked that the proceedings be secret."

Rhodes asked "Who knew about it?"

He said he himself as minority leader, didn't know about it, nor did the Parliamentarian, and that he had heard that the Speaker of the House had said he didn't know about it.

The Bolling resolution, calling for the Rules Committee "to inquire into the truth or falsity of the newspaper account and promptly report back to the House its findings and any recommendations thereon" was subsequently passed by a vote of 314 yeas, with 119 members not voting.

Paper ordered to pay compensation to carrier

The Times Publishing Co. of St. Petersburg, Fla. has been ordered to pay workman's compensation to a 15-year-old newsboy who was seriously injured in May 1978 when he crashed through a plate glass window at a mall where he sold copies of the *Evening Independent*.

Industrial Claims Judges ruled the boy should receive \$31.57 for each week since the accident and for the rest of his life. The amount was based on the boy's average earnings from the paper sales and tips.

The accident occurred about 15 minutes before the newsboy was scheduled to sell papers when he and a schoolmate were playfully racing. The judge ruled the accident took place at a time when "the employer should reasonably have expected the claimant to be present and preparing for, if not engaged in, his workday activities . . ." The publishing company will appeal the ruling.

Move

(Continued from page 14)

Easton are expected to make the move to Reston.

Small and Friedheim also said all of the present programs and activities at Easton would be carried on in Reston. The two executives said the ANPA was not considering farming out technical projects.

When asked by E&P why the ANPA was planning to incur the expense of building a wing to the Reston facility and moving the Easton operation, the executives re-stated their beliefs in the value to the ANPA of having all of the activities located in the Washington area and under one roof.

The Easton facility includes about 12 acres with a 32,000 square-foot building. The present Reston facility has about 10 acres.

New real estate section thrives

Although real estate sales are sulk in the face of inflated home prices and soaring mortgage costs, Lindberg Stevens, advertising/business manager of the Washington (D.C.) Suburban Newspaper Group decided the time had come to launch a top notch new real estate section. Kickoff date was January 18, and every week since then, ad linage for *Your House & Home* has grown in defiance of the economic negatives.

Until the new real estate section was instituted, the Journal Group's 5 editor with 130,000 twice weekly paid circulation in the suburbs surrounding Washington, carried whatever new home real estate advertising its retail sales staff could garner in their territories.

"We had our priorities," Stever told *E&P* "and since 1971, when our parent organization, the *Army Times*, took over these papers, we have been building in various retail, national and classified categories. By the end of '79 we were ready to tackle real estate regardless of the state of the market, because we knew there would be room for our papers if we created the right kind of marketplace."

On December 14th, a letter, over the signature of Robert E. Schweitz, v.p. editorial director of the Journal paper went to every builder and real estate influence in the greater Washington area. The letter advised of the forthcoming section and invited relevant information on new housing, new designs, new building materials and the activities of those involved in the real estate business. told precisely how and whom to contact.

There followed an announcement circular which pointed out that the Journal papers, with 73% of readers owning their own homes, had a higher concentration of home owners than competing dailies in the market. It also pointed out that existing home owners are generally the best prospects for the purchase of a new home, particularly in the face of the major down payments required for today's top dollar homes.

The paper assigned Myron Zimmerman, retail sales manager, to direct the sales people who were assigned especially to the real estate department. The show was on the road.

"Every week we've been up over the preceding week," Stevens said, "and by the 4th week, we had over 9,000 lines versus less than 1,500 last year when we ran the ads ROP."

The Journal leads off its *Your House & Home* feature, which appears on Friday as the 3rd section of the paper, with all editorial front page, dominated by full color photo of a new home development.

Printed via offset, the photo is striking in its sharpness. An interesting feature is the listing of hundreds of "Homes Sold" within circulation radius of the Journal Group.

Small group buys daily

The Small Newspaper Group has purchased the *Streator* (Ill.) *Times Press*, an afternoon daily with a circulation of approximately 12,000, from the John H. Fornof family.

Len H. Small, president of the corporation that purchased the *Times Press*, said John J. Bowman, executive editor of the *Daily Journal* in Kankakee, Ill., will be publisher and editor of the *Streator* paper.

Bowman, 42, has been with the Journal for 20 years. He also worked for the *Joliet Herald-News* and the *Franklin* (Ind.) *Evening Star*, where he began his career at age 19 as a sports writer.

The Small Newspaper Group also owns the *Daily Journal* of Kankakee, the *Daily Times* of Ottawa, the *Daily Dispatch* of Moline, the *Herald-Argus* of LaPorte, Ind., the *Post-Bulletin* of Rochester, Minn., and the *Metro Shopper*, a 54,000-circulation publication in Davenport, Iowa.

10,000th Community press unit goes to Phoenix dailies

The Graphic System division of Rockwell International held a commemorative ceremony January 24, in Reading, Pa., to recognize the 10,000th Goss Community press unit manufactured by the division.

The 10,000th unit and five additional Community SSC units, with two three-color units, have been shipped to the *Phoenix* (Ariz.) *Republic and Gazette*. The papers will use the press to print a TV magazine and a new high fashion section.

Duke Tully, general manager for the newspapers, said the new community press will bring the total number of Goss offset printing units in operation to 60. Tully also said the dailies plan to add 12 double-width offset press units and two folders in the near future.

The Goss Community press was introduced to the newspaper industry at the ANPA/RI trade show in 1963. Twenty-two presses were installed the first year and 24 the second year. Community presses are installed in more than 90 countries.

Manufacturing center for the Goss Community line of presses is in the company's Reading, Pa., plant which has over 1300 employees and covers 25 acres. The plant also manufactures the Goss Signature HV and Urbanite presses, reel tension pasters for the large Goss presses, and Braider products.



Ron White, president of Graphic Systems division of Rockwell International, comments on the production of the 10,000th Goss Community press unit during the commemorative ceremony at the Reading, Pa., facility. Community representatives, guests and Rockwell International executives were on hand for the ribbon cutting ceremonies.

Twice-weekly owners deluged with group offers

By Henry Lee

When Governor James Hunt addressed the North Carolina Press Association annual meeting recently at Chapel Hill, he extolled the state's press. "Some of your editorials hurt," he observed, "but eventually I benefit from them and so does state government."

Then he suggested in jest at the awards banquet that a wheel-barrow be brought down to the rostrum where the awards would be made. He was talking about the 15 awards the *Watauga Democrat* of Boone, N.C. would receive. Eleven of these in the twice-weekly category were first places, including the coveted one for general excellence. The Democrat swept first place in all four photography awards.

Otherwise the association's 55th yearly meeting featured persisting and informal talk about the issue of independent versus group ownership of newspapers. Allen Neuhauser, Gannett Group chief, and Eugene Patterson, independent *St. Petersburg Times* editor, considered spokesmen of the two views, alluded only lightly to the issue while addressing the meeting.

The subject was very much on the mind of Rachael Coffey, Watauga Democrat publisher, and her husband and editor, Armfield. "We have been deluged by offers from groups to buy at incredible prices," she reported in an interview. "But instead of selling, we are looking for buys. We want a group; economics suggest it."

This young husband-wife team already own the *Blowing Rocket* (Blowing Rock) and *Avery* (N.C.) *Journal*. "While we are looking for other weeklies," Armfield said, "it is only a question of time before the Boone market area makes the Democrat a daily."

Rachael inherited the business from her late father, R.C. Rivers, whose father launched the Democrat in 1888.

The performance of this mountain newspaper was attributed by the editor to recruiting all over the U.S. "If you bring in capable people to operate your newspaper," Armfield explained, "then management can do the things it needs to do."

This enables him, for example, to pursue other properties while Rachael also has time to pursue her second career as a novelist. The husband proudly tells you his wife has remained home enough the past several years to write two novels. *The City Man* was published by Harper & Row, *A Horse Like Mr. Ragman* by Charles Scribner's Sons.

The couple feel the energy crisis will benefit theirs and other mountain newspapers.

"People who have long traveled afar and abroad will now find it best to just come up the mountain," Armfield claimed. "It's cool in summer and snowing in winter, usually nearby, and relatively inexpensive."

Their base at Boone has 12,600 people and their newspaper lists a circulation of some 10,000 in the center of winter sky county and summer camps.

And W. G. O'Donovan, NCPA awards judge, also feels Boone has a good newspaper. "A superb paper; bright, clean, and snappy," he commented. "The Democrat has the courage to limit the number of stories on page 1 and to run big photos. Nine point type is highly readable. Jumps to page 2 are all neatly grouped and easy to follow. Editorial and op-ed pages are clearly the best of the bunch."

Other winners included the *Charlotte Observer* and *Winston Salem Journal*, each with five awards for circulations above 35,000, along with the *Raleigh Times* for those between 15,000-35,000.

For public service, the *Charlotte Observer* won first place with "Our Tobacco Dilemma," a special 20-page report about the state's dependence on tobacco production. And the *Madison Messenger* won this award among non-dailies for coverage of the so-called Washington Group's bankruptcy, involving Smith Bagley friend of President Carter.

This was the association's first meeting under professional management, after functioning largely for 55 years with volunteers. Michael S. Olson was recently appointed secretary-treasurer, succeeding Herbert O'Keefe, who had performed part-time. A new association monthly publication was also unfolded at the meeting.

The University of North Carolina/Chapel Hill and Duke University also participated in the meeting. A banquet the second night at Duke featured a panel of media experts discussing the impending presidential campaign.

The former launched an organization of journalism graduates at a breakfast meeting it hosted.

Penthouse names pr director

Rich Jachetti was appointed director of public relations for Penthouse International magazines.

In his new post, he will be responsible for all public relations, publicity and promotion activities for the company's four magazines with major emphasis on *Penthouse* and *Omni* magazines.

Flag campaign ads sponsored by bank

Mansfield (Ohio) *News Journal* readers have been "rallying round the flag" on behalf of the hostages held in Iran following the first in a series of full page color ads published in early January.

Show your support for the American hostages being held in Iran

by displaying the American Flag
(on the reverse side of this message)
in your front window.

This message brought to you by

Bank ad

The campaign, sold to Richland Bank by David Miller, *News Journal* retail sales manager, consisted of the American flag in color on one side of the page and the message, "Show your support for the American hostages being held in Iran by displaying the American flag on the reverse side of this message in your front window," on the reverse side of the page.

David Moore of Mansfield opened an account at the bank after that and then told the teller that his father is one of the hostages.

The flag campaign has been repeated in Galion, Ohio, sponsored by the *Galion Inquirer* and in Wisconsin sponsored by the American National Bank.

Richland Bank has added American flag billboards to the campaign and is distributing American flag appliques (a stick-on for clothing) to employees and customers.

The bank has received requests for more of the newsprint flags for school and church groups and other citizens. An additional 10,000 copies have been printed for distribution at all branch locations, in addition to the 150,000 copies printed in area newspapers.

Richland Bank president William P. Jilek has received letters of approval from legislators and people who have read of the campaign through an AP story.

Business reporter fellowships offered

Applications are now being accepted for the University of Missouri-Columbia School of Journalism's 1980 Davenport Fellowships in business and economics reporting.

This year's program runs from June 4-29, according to William McPhatter, assistant professor of journalism and director of the business journalism program. Fellowships are available for 15 to 18 students. Applicants, who must be working journalists, should apply by March 1. Fellows will be selected by April 1.

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INAE sidesteps audit of unpaid circulation plan

The International Newspaper Advertising Executives Association appears to have tiptoed around one of the industry's more sensitive issues: the proposed audit of unpaid circulation by the Audit Bureau of Circulations.

In a cautiously worded motion, INAE's board of directors voted Jan. 18 that "... the (ABC) member paper will have the option of having verification performed on the distribution of any unpaid products distributed by the newspaper."

No stand was taken, however, on whether or not ABC should offer such a service in the first place.

"We're really not taking a firm position on it," Sid Bordelon, INAE general manager said, labeling it a very gritty area. "We're just recognizing the fact that some people are interested in it and some are not."

ABC called the motion encouraging. "They're not against it," one spokesman declared.

The controversial proposal, if passed, would permit ABC to audit the unpaid circulation of member papers.

Advertisers have been clamoring for such data for years. But many dailies fear that the service could destroy ABC's integrity, force them to start their own shoppers, and eventually include non-member publications.

So it appears that INAE found itself in the precarious position of having to please a membership that deals exclusively with advertisers and yet one whose publishers are deeply divided on the issue.

ABC initially asked INAE to comment on a White Paper prepared on the subject, hoping its recommendations would be ready for ABC's annual meeting in November. They weren't and the proposal was quickly tabled until the next annual meeting.

ABC said the proposal is on its board meeting's agenda later this month and that another White Paper could possibly be prepared for general membership distribution. Up until now, the general membership has not seen the discussed research.

Land sold

Springfield (Mass.) Newspapers announced completion of negotiations to sell the newspaper-held, 320-acre Bowles Airport property in suburban Agawam, Mass., to the Agawam Town Council, with the latter agency planning to develop the property into an industrial park. The sale price is \$1.2-million.

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IRREPLACEABLE SATELLITE



Cartoon by Graham Hunter

Deaths

FRANK J. WEBB, 90, financial news reporter in the 1920's for the *New York Times*, and also on the *New York Herald Tribune* and *The Philadelphia Inquirer*, February 3.

* * *

ROBERT J. ARNOLD, 75, former ad manager for the *Gloversville* (N.Y.) *Morning Herald* and former ad director, *Gloversville Leader-Herald*, February 3.

* * *

EDWARD H. KOCHANOWSKI, managing editor, *Meriden* (Conn.) *Morning Record and Journal*, and a staff member for more than 47 years, February 4.

* * *

HOWARD L. "GENE" VANIVER, 25, assistant city editor, *Shreveport* (La.) *Journal*, and former sports editor, *Jasper* (Ala.) *Daily Mountain Eagle*, January 26.

NLRB dismisses complaint vs. weekly

The National Labor Relations Board has dismissed a complaint by a former circulation manager of the Sonoma California, weekly *News Herald* that her discharge violated the National Labor Relations Act.

Maureen Grafeld charged that she was fired because she had testified in a June, 1978 hearing concerning union organization at the newspaper.

Administrative Law Judge Richard D. Taplitz, however, after hearing testimony by all parties, ruled that the decision to fire Grafeld was made well before the hearing. This ruling was appealed to the full NLRB, but on February 7 of this year, the decision was affirmed by a 3-man NLRB panel consisting of Howard Jenkins, Jr., John A. Penello, and John C. Truesdale.



HERMAN WILDE, production manager of the *Ellsworth American*, drops a bundle of wastepaper into the combustion cylinder of the "stickwood" furnace designed by Professor Richard C. Hill of the University of Maine.

The fuel burns in the bottom of the chamber with each load of wastepaper burning for two or three hours. Water in the 500-gallon boiler (foreground) is heated to 180-200 degrees and circulated through a zoned radiator system to heat the pressroom and adjacent mailroom.

Maine weekly installs waste paper heating system

The weekly Maine newspaper, *Ellsworth American*, has switched its heating system for the pressroom and mailroom from oil to wastepaper.

The \$5,000 heating system, called "stickwood," was designed by Professor Richard C. Hill of the University of Maine at Orono. Hill has been working on the design since 1976 and in the spring of 1979 he began to construct prototypes and started final testing of the system.

The technical problems in this type of heating unit center on burning wood products (or wood-fiber products like wastepaper) efficiently. To attain an efficient burning stage involves time-and-temperature-dependent chemical reactions, according to Hill.

Many of the "pyrolysis" gases generated from heating wood (or wood-fiber products) have an ignition temperature between 725 degrees F. (methanol) and 1128 degrees F. (carbon monoxide). Since stove temperatures do not reach this level, much of the gas distilled is vented to the chimney.

Hill worked on a system to keep the combustion zone so hot and turbulent that all the gases would be consumed.

The final design from Hill consists essentially of two 16-inch cylinders set in a vermiculite base and connected by a

tunnel. Air is forced into the first chamber into which the fuel is fed. In the case of the *Ellsworth American*, about 80 pounds of newsprint and other paper waste are put into the system daily. The gases from the burning wastepaper are ignited in the tunnel and burn under high temperatures (1500-2000 degrees) and remaining gases are expelled through the stack.

The stack temperatures are low and almost no matter or gases escape from the chimney. Hill estimates about 85% efficiency with his design as compared to much lower efficiency of stoves.

The combustion chamber design includes the pipes of the boiler and this configuration permits the water temperature in a 500 gallon reservoir to be raised about 200 degrees. Circulating pumps then drive the hot water through the system and into the three space heaters in the heating system at the newspaper.

Fast fans drive air through the radiator fins and circulate it in the two separate areas. These areas are the pressroom which is 25' wide by 60' long with a 9' high ceiling while the mailroom is a 24' square room with an 8' ceiling. Both rooms are kept at 70 degrees F.

The old heating system remains, but only as a back-up system. It is hoped the



FUEL BURNS in the bottom of the combustion cylinder (right), and gases are burned in a 1500-2000 degree tunnel encased in the vermiculite base, leading to the exhaust stack (left). The combustion and exhaust cans are encased in water jackets. Three pumps circulate water from the boiler through the water jackets and through a zoned radiator system. The small fan between the cans forces air into the combustion chamber, while another fan in the stovepipe pulls exhaust gases to the chimney.

base heat load will be carried by the new "stickwood" system that uses paper waste fuel.

The weekly said the oil cost for heating the two areas was \$2500 in the winter of 1978-1979. The new system costs around \$5000 including installation.

An oil-fired, hot water system would have decreased the installation cost of the wood heating unit, by enabling the use of the old piping and radiators, but the building's oil-fired system was a hot air furnace, so a new hot-water system had to be built.

The heating unit is located in a corner of the pressroom and is operated eight hours a day.

The apparatus for the heating system is manufactured by three companies: Dumont Industries of Monmouth, Maine; Madawaska Wood Furnace Company of Bangor, Maine; and Hampton Technologies Corp. of Charlotetown, Prince Edward Island, Canada.

Funding for Hill's project came from the Energy Resource Development Administration and the Department of Energy.

WordPower program designed for IBM/34

Uarco of Barrington, Illinois, a business forms manufacturer, is offering on a licensing basis a software program called WordPower that enables any IBM System/34 computer to function as a word processor.

The program is contained on a diskette that is inserted into the System/34. The program offers upper and lower case printing and editing, automatic page number generation, automatic tab settings for statistical data, easy key-in deletion or insertion of lines or paragraphs, and automatic generation of Table of Contents.

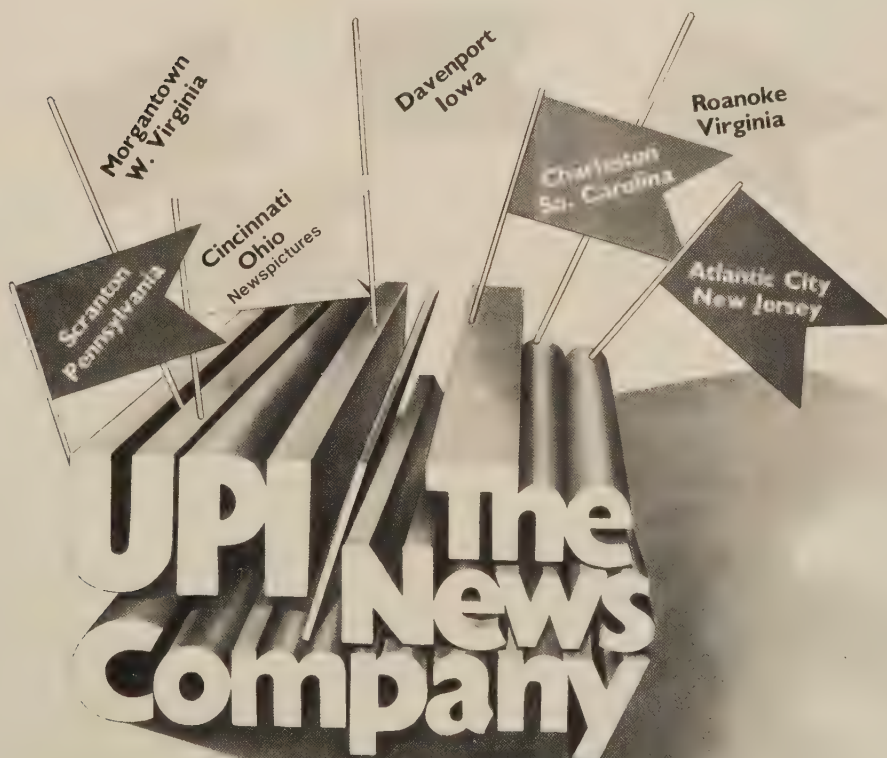
EDITOR & PUBLISHER for March 1, 1980

**UPI has recently opened seven new bureaus
in cities across the United States.**

The Trend Continues.

Now we can offer even more on-the-spot reporting. And a depth of reporting second to none. In these cities and in any cities throughout the country and around the world.

If all this added coverage—in a company that still sticks to its bottom-line way of thinking—appeals to you, give us a call or drop a line. And ask us to show you what's causing so many others to make the switch to THE NEWS COMPANY.



Windowless plant reduces heating and cooling costs

The skyrocketing price of fossil fuels is old news. But when a medium-sized newspaper, like the Donrey Media Group's *Red Bluff* (Calif.) *Daily News*, takes advantage of modern technology to conserve energy, that's something out of the ordinary.

"Our company built energy-efficient buildings long before they became popular," Bill L. Metcalf, vicepresident, western newspaper division said. "But in Red Bluff, we not only had to meet our own energy conservation goals, we also had to comply with the new California Energy Code."

"The new 15,300 square foot building has no windows," Metcalf said. This saves energy in the winter. But in the summer, the average outside temperature is 110 degrees, so the air conditioning bill will be reduced substantially.

"A sealed building like this would be worthwhile simply from a heating and cooling standpoint," Jim Dimmitt, general manager, said. "But we'll also have much lower maintenance and better building security as a result."

The California Energy Code requires that all lighting fixtures be variable. Each fluorescent fixture at the *Daily News* has three tubes, by varying the switches, one, two or all three of the lamps can be lit at one time. This flexibility provides varying light levels for different tasks.

Each entry way to the building has two doors. These airlocks prevent the loss of conditioned air when people enter or leave the building.

Each concrete block wall 12 or more inches thick has non-organic insulation in the cells. Any wall that is less than 12

inches thick has furring strips attached to it. Heavy insulation is placed between the concrete blocks and the wallboard. At the joints between the base of the wall and the floor, membrane tuck seals have been installed to prevent any air leakage.

"With no windows, we were afraid people might feel closed in," Dimmitt said. "But we installed several large insulated skylights and left more of our work areas open and unwallled. As a result, the building looks very spacious on the inside," Dimmitt said.

The *Daily News* ceiling is also heavily insulated. It actually consists of three different ceilings. The lowest level is a normal, acoustical, suspended ceiling. Several inches above that is a sheetrock ceiling with 12 inch fiberglass batts on top. Above that is the actual roof.

"Actually, we have no return plenum ducts," Dimmitt said. "The entire area between the suspended ceiling and the sheetrock is one gigantic plenum." Each light fixture has dozens of slits in it. The light fixtures serve as the plenum grills.

"I know it sounds strange, but this has one major advantage," Dimmitt said. "Any dust and dirt in the air collects on the metal part of the light fixtures. So it's easy to clean them. But, when we used fiberglass-lined duct work, once the dirt and dust was in there, it was there to stay," Dimmitt said.

"I'd much rather have the dirt where I can get to it, particularly since we have so much computerized equipment here," Dimmitt said.

The heating and air conditioning system has a special economizer valve. If the temperature of the outside air is equal to the temperature desired inside,

the heating and air conditioning plant will use untreated outside air rather than heating or cooling the existing air.

"We considered providing solar-heated water, but we really don't use much hot water and it would take us forever to recover our investment," Dimmitt said. But the plant's plumbing system is energy conscious. All water faucets shut off automatically after use. Hot water circulates constantly in the system. That way, when hot water is needed, no water is wasted. Special low-consumption toilets were installed in the bathrooms.

Wherever water hoses might be laying in water (darkrooms for example), the *Daily News* installed check valves in the lines. If city water pressure drops, no chemicals will be sucked into the municipal system.

California buildings must meet stringent construction standards because of the state's history of earthquakes. The *Daily News* is actually two buildings, constructed one within the other. In addition to the concrete block structure, there is an entirely separate steel beam structure.

"We also had to have 100% compaction on the soil," Dimmitt said. "In some cases we had to go down 30 feet to reach this level of compaction," Dimmitt said. According to construction experts, this degree of compaction means the ground will support practically any amount of weight and won't shake during earth tremors.

The *Daily News* also installed a complete security system. Outside lights turn on and off automatically by sensing the level of sunlight. The entry ways are protected by heat and motion sensors. The rest of the building is protected by heat detectors. These sensors activate equipment which will automatically call the fire department or the police department.

(Continued on page 23)



THE 12" THICK BLOCK WALLS of the new Red Bluff *Daily News* plant have inorganic insulation in each cell. The concrete block wall is entirely separate from a steel beam substructure which was required by California's earthquake regulations. All wall-to-floor joints are protected by membrane tuck seals.



EVEN THOUGH there are no windows in the Red Bluff *Daily News* plant, large open areas and skylights provide a spacious atmosphere. Typewriters shown here in the newsroom were used occasionally during the transition to the Harris Electronic Editing System.

(Continued from page 22)

ment. At the same time, if heat is detected, the sprinkler system in that particular area will be activated.

"I like the security system for two reasons," Dimmitt said. "In the first place, I'm a lot more confident that the building will still be there in the morning. And on top of that, our decreased insurance premiums will pay for the entire system in just a few years," Dimmitt said.

The Daily News took advantage of new technology in the pressroom, too. A special system in the press area deionizes and filters out ink mist and dust.

The press pad itself is 20 inches thick and is reinforced every nine inches, both top and bottom, by one-inch steel reinforcing rods. The press pad is completely isolated from the rest of the foundation by sheets of plastic foam. As a result, the building is practically vibration free. "This is the first newspaper building I've ever been in where I couldn't tell when the press was running," Dimmitt said.

As is customary with Donrey newspapers, considerable space was left at each end of the press so that additional units can be installed with a minimum of new construction.

The new Daily News building was also designed to be convenient for the handicapped. Every room in the entire building is totally accessible to wheelchair-bound employees and customers.

Shortly after construction was completed, the Daily News became the second newspaper in the United States to install an electronic editing system using new Harris 1420 terminals. A special environmentally controlled room houses the three computers. Nine terminals were installed in the newsroom while two were installed in the classified advertising department.

"Complying with all of these regulations was an arduous task, since some of them were quite new. But I'm convinced that building a plant like this is not just the socially conscious thing to do. I think that with the current political and

economic situation, it's the most cost-effective way to build a new plant," Metcalf said.

"I think we are finally getting to the point where energy conservation measures will pay for themselves in a reasonable amount of time," Metcalf said. "In spite of all the hassle, I'd do it again," Metcalf said.

The Red Bluff Daily News is one of the Donrey Media Group's 37 daily and 35 weekly newspapers. Donald W. Reynolds is president and chief executive officer of the group, which also owns six broadcast and ten outdoor advertising companies in 12 states.

Business book award

Robert W. Tolf, restaurant critic for the *Fort Lauderdale* (Fla.) *News and Sun-Sentinel*, has received an honorable mention award by the Newcomen Society in North America for his book, *The Russian Rockefellers: The Saga of the Nobel Family and the Russian Oil Industry*, which was published by Hoover Institution Press of Stanford University.

New weekly paper

Cordovan Corp., Houston-based business newspaper publishers, which is being acquired by the E.W. Scripps Co., plans to start a weekly business newspaper in Seattle on May 19. It will be similar format to the papers in Houston, Atlanta, San Francisco and Los Angeles.

Ad revenues in 1979 topped \$14.5 billion

Advertising expenditures in daily newspapers amounted to \$14.5 billion in 1979, up 13.8% over the previous year, according to preliminary estimates by the Newspaper Advertising Bureau, Inc. In December, the gain was 13.4%.

By classification, the 1979 increases were: national, up 16.3% to \$2.1 billion; retail, up 11.4% to \$7.8 billion, and classified, up 17.1% to \$4.6 billion. In December, national went ahead 16.9%; retail, 12.4%, and classified, 14.2%.

The Bureau bases its estimates of newspaper advertising on measurements by Media Records, Inc. in its 64 index cities, plus other data.

TOTALLY DEMOLISHED? Of course not.

Demolished, yes. Totally is a redundancy. You know that because words are the tools of your profession. You use them properly. You respect them.

And we respect you for that — in more than a casual sense. We are a manufacturer of products used in the forests — log skidders, track-type tractors, wheel and track-type loaders, motor graders, diesel engines. We also build wheel tractor-scrappers, off-highway trucks, pipelayers, excavators, compactors, and lift trucks.

But other companies, too, make products similar to ours. And they paint theirs yellow sometimes. But their products don't bear the CATERPILLAR name. CATERPILLAR and CAT are registered trademarks of Caterpillar Tractor Co.



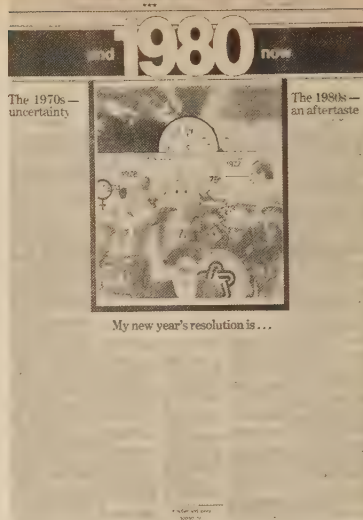
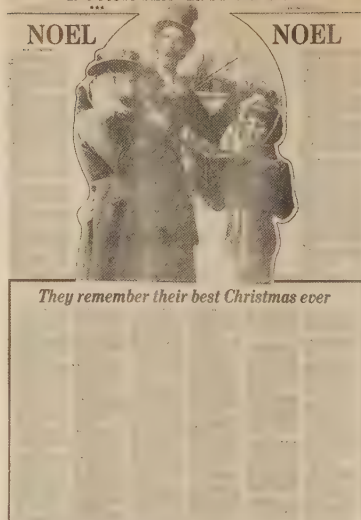
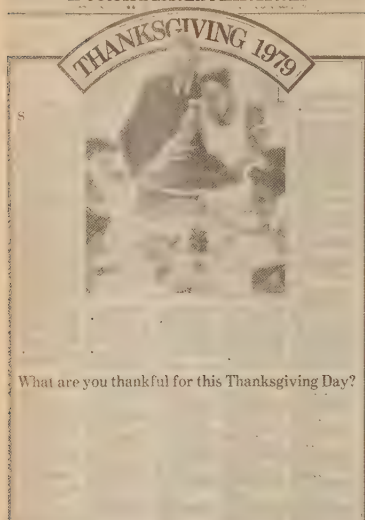
We work hard to build special value in machines bearing our trademark. You can help sustain the meaning of our name. Make sure you use our trademark only when you write about products we make.

Thank you.



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A different approach to holiday editions

By Lenora Williamson

What to do about those annual holiday editions?

Boston Herald American editor Donald Forst and executive editor James Toedtman found such a successful solution on their first venture last July 4 that they have been using the same concept since then.

Both editors were spending their first July 4th in Boston and were caught in the patriotic breeze of the city. First motivation was to do something special: A

front-page devoted to a July 4th essay, the Norman Rockwell painting, and public responses to the question: "Is patriotism dead?" Quotes from President Carter, other public officials and private citizens were used.

The first effort was so successful that they have adapted it for subsequent holidays. The Labor Day page one package was a slight variation, with a staff-written essay on what's happening to work and the worker and then four profiles on a variety of workers.

Toedtman says that another factor is that on holidays people are looking for a break, a change of pace from the daily routine followed other days of the year.

"Our commitment was indeed challenged on the day before Thanksgiving when there were serious developments with the Ayatollah Khomeini in Iran. But by the end of the afternoon, the developments had been overtaken by reaction and inaction, and we retained our original plan. What would ordinarily be our page one of major news became page 3."

The editors plan to follow the same concept of doing something special for the major holidays in 1980. The likelihood is use of the traditional Norman Rockwell artwork, though they are discussing variations. Forst frequently says, "This is a great device this year. But what will we do next year?"

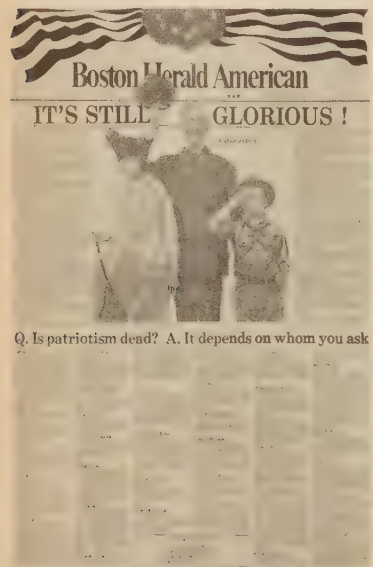
Art director Michael Killelea selects the art and designs the front page. Killelea notes, "We wanted to do something to evoke a traditional feel . . . a single theme . . . and Norman Rockwell is

about as traditional as you can get."

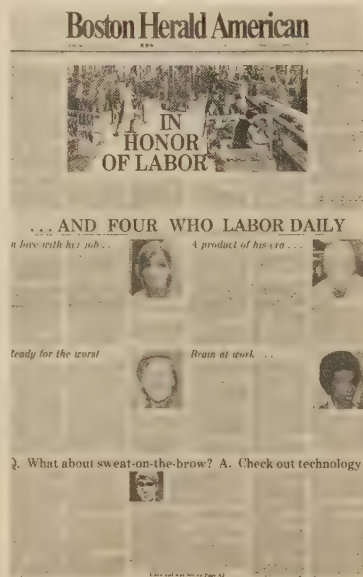
The January 1 edition did have a much more contemporary quality. Killelea felt January 1 is not a traditional day—and this year in fact, it was a change of decade day.

As to the people being quoted, reporters talk to public officials and to private individuals on the telephone. "They are generally picked at random, although Miles Standish and William Brewster have a better chance of being picked at random on Thanksgiving than does Jack Jones," Toedtman humorously adds.

Forst became editor of the *Herald American* last March, moving from the executive editor post of the *Los Angeles Herald-Examiner*. Toedtman moved to the *Herald American* last June from *Newsday's* Washington bureau.



Q. Is patriotism dead? A. It depends on whom you ask



AND FOUR WHO LABOR DAILY

have with her job... A product of his era...

ready for the worst Brain at work...

What about sweat-on-the-brow? A. Check out technology

Morris buys Sun Litho and forms new company

Formation of a national printing network was announced by Charles H. Morris, chairman of the Morris Newspaper Corporation.

The network, to be known as Sun Litho National, will have 21 high-speed web offset presses consisting of 105 units, capable of producing 10.5 million copies of a 16-page standard newspaper per day. Sun Litho National's presses will be located in 11 plants in eight states from coast to coast.

Morris's announcement followed completion this week of an acquisition agreement with stockholders of Sun Litho, a leading West Coast printing complex, through which the Morris organization acquired a controlling interest in Sun Litho.

Morris Newspaper Corporation, headquartered in Savannah, Georgia, publishes, with its affiliates, 32 daily and weekly newspapers in eight states, and also owns a television station in Macon, Georgia.

The printing facilities operated by the Morris group in connection with its newspapers will combine with the Sun Litho facilities in Van Nuys, California, to provide a greatly expanded nationwide printing capability.

Sun Litho was founded in 1965 by Robert K. Straus, publisher of the *San Fernando* (Calif.) *Valley Sun* and Simon Casady, publisher at that time of the *El Cajon Valley News*. It was one of the first printing plants in California to offer cold-type composition and high-speed web offset printing to its customers.

Morris said he will become chairman of the board of Sun Litho National and John Neilson, now president of Sun Litho, will be president and chief executive officer of the new combine.

The new printing network will specialize in high-quality offset printing with full four-color capability for national, regional and local accounts. Its products will include special newspaper supplements, advertising circulars and a variety of commercial publications. Neilson, who has more than doubled Sun Litho's plant capacity and gross volume since becoming its president five years ago, has an extensive background in the printing industry, including executive and sales positions with Alco Gravure, Inc., R. R. Donnelly & Co. and Providence Gravure.

"Sun Litho's association with Morris Newspapers and the formation of Sun Litho National is the realization of a long-held ambition," Neilson said. "The nationwide printing capability afforded by this venture will allow us to service our accounts in any combination of pat-

terns throughout the U.S. with a one-buy, one-bill approach.

Landon promotes 2

Thomas M. Murray, former preprint specialist for Landon Associates, was transferred to Landon's San Francisco office.

Andrew Schaefer, who was promoted from a sales position in Landon's Philadelphia office and who has worked with Murray on the preprint category, was added to Landon's New York staff and assumes Murray's preprint responsibilities.

Minority programs initiated by ASNE

Two programs to help increase the number of minority journalism students entering the daily newspaper field will be started this spring by American Society of Newspaper Editors.

The first will place at least six minority journalism faculty members in daily newspaper newsrooms for the summer. Initial funding comes from the Gannett Newspaper Foundation.

The second will help place minority newsroom professionals in journalism schools for up to a week at a time starting with the 1980-81 academic year. The "visiting minority professionals in residence" program is patterned after ASNE's long standing Editors in Residence.

The two, coordinated with other newspaper professional and educational organizations' projects, should substantially increase the number of minority journalism graduates seeking daily newspaper work within the next year, according to ASNE President William H. Hornby, editor of the *Denver Post*. Both programs are open to all daily newspapers.

Top priority for both ASNE programs will be the 22 historically black colleges with journalism programs. But minority professionals also will visit traditional journalism schools; and editors participating in Editors in Residence will be encouraged to visit the historically black colleges, Hornby said.

More than one-third of the minority journalism students in the country attend the historically black colleges, according to recent studies. Most of those colleges have had less on-going contact with the daily newspapers industry than the traditional journalism schools have.

Ad sales seminars begun by Bureau

The Newspaper Advertising Bureau has started a series of workshop-seminars, "The Selling Way," designed to help top newspaper sales people increase their effectiveness. Steve Van Osten, bureau vicepresident, retail sales programs, will conduct the series of 2½ day meetings which will be in two parts—developing the salesperson and developing the sales presentation. The bureau has scheduled ten workshops starting February 27-29 in Kansas City, Mo., each limited to eight participants. Sessions have also been set for New York City, March 3-4; Columbus, Ohio, April 9-11; San Francisco, April 13-15; Los Angeles, April 16-18; Boston (two meetings) May 12-16; Toronto, Ont., May 21-23; Calgary, Alta., May 25-27, and Seattle, Wash., May 28-30.

Hornby said the ASNE programs should help increase the awareness among minority journalism students of the career potential in daily newspapers and help build better contacts between daily newspapers and the historically black colleges.

The proposals were developed by ASNE Education and Minorities Committees. They will be administered by Jay Harris, assistant dean of the Medill School of Journalism at Northwestern University and executive director of The Consortium, an organization of 11 traditional journalism schools and historically black college journalism programs.

Minority faculty members should apply for the summer work program by March 15. Applicants should explain how the professional experience will enhance their teaching and how the experience will be shared with students. Newspapers wishing to host a faculty member should submit proposals by March 24. All applications should go to Harris at the Medill School of Journalism, Northwestern University, Evanston, Illinois 60201.

Newspapers willing to commit some minority professional time and necessary travel money for the visiting professionals should also notify Harris. He and his staff will match the availability of professionals with requests from the colleges.

In 1978, ASNE adopted a goal of helping the daily newspaper industry become fully integrated by the year 2000. The Association for Education in Journalism endorsed that goal later the same year. ASNE conducts an annual survey to measure progress toward the goal. Results of the survey covering 1979 should be announced later this spring.

Satellite system now at critical stage

By Earl Wilken

The future of a unified satellite transmission system for the delivery of wire service copy to newspapers with receive-only earth dishes is now at a critical stage.

Two forces, one major and one minor, are the roadblocks to moving satellite technology into an operating system for the benefit of the newspaper industry.

The minor force is the failure of the Federal Communications Commission to hand down a decision to use an increased power supply system for 10-foot and under earth receive-only dishes.

The major factor inhibiting the adoption of one compatible and unified satellite transmission system for the industry is the neutral position of the American Newspaper Publishers Association and primarily the lack of direction on a satellite system from the board of directors of the ANPA.

Should the present vacuum on satellite direction continue, then the industry will probably be faced with duplicate satellite systems. And newspaper publishers will probably not receive a full airing of the advantages and disadvantages of the systems with respect to buying, leasing or having the individual newspaper system under the complete control of a wire service organization. Without direction from the industry association, it is feasible for one wire service organization to push for complete dominance of an industry satellite delivery system.

Admittedly, the nuances of an optimum satellite delivery system for the newspaper industry are many and complex, but the groundwork for a satellite system has been laid down by the ANPA Satellite Test Task Force. This task force is comprised of representatives from the ANPA, the Associated Press and United Press International.

Under the task force a telecommunications research firm, ARINC Research Corp., of Annapolis, Md., was awarded a \$49,000 contract to explore the potential newspaper use of communications satellites. This award took place in February of 1979. The report from ARINC was given to the task force some months later.

In December of 1979, representatives from the ANPA, AP and UPI met in New York and discussed additional aspects of the satellite system. Since that date the ANPA board of directors met in Puerto Rico (first week of February 1980) and reviewed a draft report on the proposed satellite delivery system. The board has not released the contents of the draft nor have they issued a statement on how

newspaper publishers might go about analyzing the many and complex factors involved now and in the future, including dollar benefits, from a satellite delivery system.

The FCC's decision on the use of a 19 dbw (decibel watt) power supply for use in 10-foot and under receive-only earth dishes has been expected since last year. A 10-foot dish satellite system can be operated with the present FCC authorized power supply level of 16.5 dbw, however, the signal from the satellite would probably not be strong enough to reach all areas of the country, and with sufficient strength.

In the footprint of the satellite's beam on the earth there is an area in the center of the footprint where smaller, 6' and 8', earth dishes can be used to receive transmissions. These smaller dishes are under consideration for use in the proposed satellite system.

Recently the Associated Press and United Press International announced contingency orders for the mass purchase of small earth receiving systems.

The AP will purchase satellite equipment from California Microwave for about \$4 million for the AP owned system that will initially carry the AP Radio Network, the RKO Radio Stereo Network and all AP high-speed data services. Installation of 400 satellite earth stations is set for 1980 by the AP.

Keith Fuller, president and general manager of the AP, said the first 50 earth stations would be installed and operational by April of 1980. The AP, Fuller said, has cleared in major cities about 35 locations where the AP will take full responsibility for the satellite installation and system. The newspapers in these cities will have the responsibility to prepare the satellite sites.

In two cities, Seattle and San Diego, the earth dishes are to be 10-foot as will be the earth dishes in the 50 cities that follow.

Albany
Albuquerque
Atlanta
Baltimore
Birmingham
Boston
Buffalo
Charlotte
Chicago
Cincinnati
Cleveland
Columbus
Dallas
Dayton
Denver
Detroit
El Paso

Memphis
Miami
Milwaukee
Minneapolis
New Haven
New Orleans
Oklahoma City
Omaha
Orlando
Phoenix
Philadelphia
Pittsburgh
Portland
Richmond
Rochester
Sacramento
Seattle

Fresno
Hartford
Houston
Indianapolis
Kansas City
Las Vegas
Los Angeles
Louisville
Salt Lake City
San Antonio
San Diego
San Francisco
St. Louis
Tampa
Tulsa
Washington, DC

The UPI has signed orders for earth stations with the Satellite Communications division of Harris Corporation and Farinon Video and Satellite Corporation of San Carlos, Calif. The size of the stations will range from six to 10-foot, and will be installed across the country starting in July, predicated on final approval by the FCC on the satellite channel power required to use in the 10-foot dish.

The UPI believes that its more than 5,000 subscribers will convert to satellite reception and that as many as 3,700 satellite receivers could be utilized in the nationwide program.

One nuance of a satellite newspaper system that has not received wide discussion is the situation where the newspaper's earth receive dish takes in satellite transmissions and these are then fed to competing radio and/or tv stations.

Apart from the consideration of whether or not the newspaper owns, leases or merely has the site while a wire service has total responsibility for the satellite system, is the economic consideration of helping the competition. The ANPA has to date not openly addressed this dilemma with all of the attendant future problems that can arise in the considerations for the future growth of the industry.

There are other nuances that should be aired since the newspaper industry is faced in the future with increased competition from print and new electronic information systems.

New Britain Herald to buy Conn. weekly

The weekly *East Hartford* (Conn.) *Gazette* will be acquired by the Herald Publishing Co., publisher of *New Britain Herald* and *Gazette*.

Purchase of the *East Hartford Gazette* is part of the Herald's expansion and diversification program, administered by Lindsley Wellman, president of the Herald. This is its first media acquisition in the development program.

Once final arrangements have been made, Andrew W. Nelson III, business and photo editor of the Herald, will move to East Hartford to become editor of the *Gazette*.

Assisting in the transaction and representing the seller was Gerald D. Reilly, media broker and consultant of Greenwich, Conn. who was formerly associated with the late Vincent J. Manno of New Canaan.

Powell absents himself from gag order hearing

By I. William Hill

While media representatives speculated on why Lewis F. Powell, the justice from Virginia, absented himself, a lawyer for the Richmond Newspapers last week challenged the closing of a Hanover County murder trial and asked the Supreme Court to establish the existence of a constitutional right for the press to attend trials.

As counsel for the newspapers, whose two reporters were barred from attending any of the trial sessions concerned, Harvard Law Professor Laurence H. Tribe argued at a high court hearing on February 19 that the First Amendment should guarantee access to trials unless there is a "compelling need" that can be served in no way other than banning the press.

Whatever the court decides, Tribe said, "I think you should find any standard other than no need at all."

On the other hand, Virginia Attorney General Marshall Coleman defended the closing to both public and press of the September 1978 trial of John Paul Stevenson. He contended that there was, indeed, justification for Hanover Circuit Judge Richard H.C. Taylor to so rule.

Coleman argued that the First Amendment does not state that the public has a right to view trials. While admitting the right might be traditional, Coleman declared that it had not been "exalted to the constitutional level."

Coleman admitted the closing of the Stevenson trial might have been the first in Virginia history, but he said he saw no acute problem in this case because the state has a tradition of open trials.

"As long as I'm Attorney General, I can assure you it will continue," he said.

The Richmond Newspapers case has especial importance because it is expected to test how far the court meant to go in its 5-4 ruling last July in the Gannett Case, in which it was held that the constitution gives the press and public no right to attend pre-trial criminal proceedings.

The Gannett decision has been the subject of widespread debate in both press and legal circles, with even some members of the Supreme Court itself differing on whether that decision also would apply to the closing of actual trials. According to the Reporters Committee for Freedom of the Press, since the Gannett decision there have been 185 attempts—nearly half successful—to bar the press from various criminal court proceedings.

Newspapers throughout the U.S., along with practically all Media organiza-

tions, have joined in supporting the attempt of the Richmond newspapers to clarify the situation and establish the right of the press to be present at actual trials.

Some members of the press voiced concern at the absence of Justice Powell from this week's hearing. In the past, Powell—although he sided with the majority in the Gannett decision—has spoken in favor of a First Amendment right for the press to attend at least some criminal proceedings.

With the high court moving from the issue of pre-trial hearings to whether full scale trials can be held in secret, the press has been counting on Powell's vote to possibly make a majority in favor of open trials. Media lawyers have assumed that the four dissenters in the Gannett decision would favor trials open to the press, even though they have never actually so expressed themselves.

Before February 18, there had been no indication that Powell would not participate in the Richmond Newspapers case. On Tuesday, though he was in his seat for the arguments in the case that was heard before that of the Richmond Newspapers, he arose and left the courtroom when the press case was called.

Neither Powell's office or a court spokesman would comment on whether Powell had disqualified himself. No one could surmise any other reason, however, for his not being present. Powell himself is from Richmond and is known to be a close friend of D. Tennent Bryan, board chairman of Media General, which owns the Richmond Newspapers.

If Powell is totally out of the case, the eight other justices would probably divide along the same lines they followed in the Gannett decision. This would mean a 4-4 ruling. That would uphold the exclusion of press and public from the Stevenson murder trial.

Few clues to the court's thinking turned up this week as the justices questioned Tribe and Coleman.

Justice Potter Stewart, who wrote the majority opinion in the Gannett Case, commented frankly that the decision has settled against the press the issue of whether the Sixth Amendment's guarantee of a public trial means that the press can attend if it so desires. This made it seem Stewart was focusing on the question of whether the First Amendment gives the press a special right to attend trials.

Tribe argued there is a general public right to attend trials because they were meant to be open. He said, however, he would be distressed by the idea that the

press had a greater right than the general public to attend a trial.

Though possibly granting that the high court may have been right in allowing secret pre-trial hearings, Tribe argued that the actual trial was different. "The purpose of a trial itself," he said, "is to expose the evidence, this information is in the public domain."

On the other hand, he said a pre-trial hearing discussing only potential evidence is an "almost internal governmental proceeding" from which the public and press might properly be excluded.

Tribe, who one served Justice Stewart as a law clerk, drew sharp questions from Stewart on his assertion that the closing of the Stevenson trial was not only unconstitutional under the First and 14th Amendments but also under the Sixth. The implication was that Stewart believes that, in the Gannett Case, the high court said that the Sixth Amendment right to a public trial applied only to a defendant and not to either public or press.

Tribe conceded his First Amendment claim was the stronger one. Coleman disagreed, saying the First Amendment protects only a free press and was not intended to guarantee access to trials. Tribe disagreed, holding that the Supreme Court has held otherwise.

Asked by Justice Byron White if he believed the First Amendment should have led to a different decision in the Gannett Case, Tribe said he thought so but that had been a "close question". In the Richmond Newspapers case, however, he said "I don't think this is close."

Judge Medina retires at 92

Judge Harold R. Medina, who once told journalists to "fight like tigers" against efforts to restrain the press, has ended his career on the bench.

The 92-year-old jurist stepped down this week as senior judge of the United States Court of Appeals for the Second Circuit. He is officially retiring in June, but with accrued vacation time, he heard his last case this week.

In 1976, Medina spoke to a meeting of the Ohio Newspaper Association at which time he said, "If they (the judges and the courts) would tighten up their own belts, there would be no need to resort to (these) gag orders."

Medina also said, "the muzzling of the press is the remedy which is all too readily available and which requires the least effort by a busy judge."

Medina constantly reiterated his intent to "fight every inch of the way to preserve the First Amendment freedom of the press."

He praised a 1976 U.S. Supreme Court decision that declared unconstitutional a gag order restraining publication of news in a Nebraska criminal proceeding.

Newspeople in the news

BILL BURBAUM, former sports writer, *Elmira* (N.Y.) *Star-Gazette* and assistant city editor, *Olean* (N.Y.) *Times Herald*, was named managing editor of the *PGA Magazine*.

KLAUS POHLE, previously news editor, was promoted to managing editor, *Lethbridge Herald*.

STUART HORTON, a former reporter for the *Newark* (N.J.) *Evening News*, *Union City* (N.J.) *Dispatch* and the *Tarrytown* (N.Y.) *Daily News*, was recently named publication director of *Discount Store News*, a trade newspaper. Horton joined DSN in 1972.

STEVE CADY, for some 20 years a sportswriter for the *New York Times*, has left to do freelance writing. Cady, who covered racing among other sports, plans to contribute articles to the *New York Times Magazine*.

PAUL J. REIZ was named plant manager of the new *Detroit* (Mich.) *News* Lansing production satellite facility.

WILLIAM R. BRACKEN, circulation director, *Keokuk* (Iowa) *Daily Gate City*, was named business manager/circulation director. MIKE WEAD, assistant circulation director, was named circulation manager/operations.

ROBERT M. HITT, III, assistant city editor, *Columbia* (S.C.) *Record* was promoted to news editor.

SANFORD H. STILES, public service and promotion manager, *St. Petersburg* (Fla.) *Times*, was named corporate marketing director, Times Publishing Co., publisher of the paper.

DOROTHY HIGGINS, an elementary school teacher, has joined the *Omaha* (Neb.) *World-Herald* as the educational services coordinator. She replaced KATHY KAUFMAN who resigned.

DOUGLAS R. DRAPAL, 28, was named public relations project coordinator for the *Detroit* (Mich.) *News*, succeeding BOB DRAKE, who became public relations supervisor.

GENE BAILEY, former state circulation manager, *Dallas* (Tex.) *Times Herald* now works in the circulation department of the *Fort Worth* (Tex.) *Star-Telegram*.

JIM ROWLEY, 32, marketing director, *Nevada State Journal* and *Reno* (Nev.) *Evening Gazette*, has taken a similar position at the *Oakland* (Calif.) *Tribune*. All three are Gannet Newspapers.

BILL ENFIELD, who had held reporting and editing jobs at the *Oklahoma City* (Okla.) *Journal*, was named managing editor, succeeding JOHN CLABES, who resigned. JIMMIE HULL, Funguide sales manager, was named retail ad manager.

MARY A. DEMPSEY, Detroit Mich., UPI, was appointed manager at the Grand Rapids, Mich., bureau, succeeding MARCELLA S. REITER, who was reassigned to the Chicago bureau as midwest overnight editor. ROBERT SCOTT STEWART, UPI in Atlanta, was named South Carolina newspapers manager. TERRY BOCHATEY, Columbus, Ohio, newpictures bureau manager, was appointed manager of the newly opened UPI newpictures bureau in Cincinnati. He will be succeeded in Columbus by SUSAN OGROCKI, who was a correspondent for UPI in Cleveland.

Managers for new bureaus in Scranton, Pa., and Roanoke, Va. were also named. CRAIG SCHWED, a member of UPI's Memphis staff, will move to Roanoke and ROBERT ZAUSNER, Philadelphia staff will open the Scranton bureau.

ANDREW A. YEMMA, Chicago general desk overnight editor, was appointed Iowa state editor and Des Moines bureau manager, succeeding HERBERT Y. WEBER, who was reassigned to the Minneapolis bureau.

WILLIAM T. CLEW, city editor, *Worcester* (Mass.) *Evening Gazette*, was appointed regional editor of the *Gazette* and *Worcester Telegram*, succeeding HARRY T. WHITIN, who was named director of employee relations for the newspapers.

JOHN PETERSON, 33, executive editor, Shore Line Times Newspapers in Guilford, Conn., was elected president of the Connecticut Editorial Association for 1980.

JOYCE WILSON has joined the reporting staff of the *Jamestown* (N.Y.) *Post-Journal*.

JOELLEN KITCHEN, creative director, *Los Angeles Times*, was named assistant director of promotion and public relations.

BOB D. COLLINS, ad director, *Waukesha* (Wis.) *Freeman*, has left the paper to buy a clothing store in Orange Park, Fla.

MICHAEL B. GAGE, currently vicepresident, secretary and assistant treasurer, Green Bay Newspaper Co., Wis., which publishes the *Green Bay Press-Gazette*, was named to the board of directors of West Bank and Trust in Green Bay.

ROBERT P. HUFF has retired as controller of the Greenville News-Piedmont Co., S.C., after 33 years with the firm. MARTHA RICHARDSON, credit and office manager, took over Huff's duties as manager of the accounting department. Huff will continue as an advisor on a part-time basis.

SELWYN PEPPER, city and features editor, *St. Louis* (Mo.) *Post-Dispatch*, was named reader's advocate. He replaced JIM FOX who was named metro editor.

ELIZABETH HARRINGTON, vicepresident/advertising of Quaker Oats and president of the company's advertising subsidiary, Ad Com, was named Advertising Woman of the Year by the Women's Advertising Club of Chicago.

COLLEEN DISHON, editor of the *Chicago Tribune's* Tempo section, has been appointed feature editor of the paper along with DAVID DOLSON, formerly editor of the weekly Taste section. They succeed LARRY TOWNSEND, who will direct a new photo/graphic sales division for the editorial department. Additional promotions in the feature department include: CAROLYN MCGUIRE to entertainment editor, RANDALL CURWEN to Tempo editor, Carol Rasmussen to Taste editor and Jack Wade to Weekend editor. JOHN LUX has been appointed assistant Tempo editor. CHRIS RAUSER has been named chief of the features copy desk, and LeAnn Spender is the new night slot person.

DENNIS MICHALSKI, news copy desk, *Albany* (N.Y.) *Knickerbocker*, was named a.m. news editor, succeeding JOHN P. NEVILLE who moved to a similar position with the *Columbus* (Oh.) *Citizen-Journal*. WILLIAM J. ARSENAULT, writer and deskman, was named sports editor. LISE BANG JENSEN, formerly of the *Boston* (Mass.) *Globe*, has moved from cityside to the Capitol bureau. ERIC FREEDMAN, Capitol bureau, won the first-place award in the annual New York State Bar Association media competition for the second time in three years.

EDITOR & PUBLISHER for March 1, 1980

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Four Oklahoma editors and publishers were among the nine people inducted to the State's Journalism Hall of Fame, at the Mid-winter meeting of the Oklahoma Press Association:

BOB LEE KIDD, JR., *Poteau News* and *LeFlore County Sun*.

WILLIS LANSDEN, *Beaver Herald-Democrat*.

J. LELAND GOURLEY, *Nichols Hills-The Village Friday*.

E.L. GOODWIN, *Tulsa Oklahoma Eagle*.

* * *

WENDELL D. BROWN, general manager, Capper Division of Stauffer Communications, Inc., has retired after more than 44 years of service with the Capper and Stauffer publishing firms.

* * *

MICHAEL EGGERS, former Southern California newspaper executive, was named director of marketing for the J.R. Phillips Co., Inc., in El Toro, Calif.

* * *

HELEN S. CLARK, former business office manager, *Burlington County* (N.J.) *Times*, was named controller. TINA BIANCONE was named accounting supervisor and PAT MERVINE was promoted to credit manager.



Morefield

Lauffer

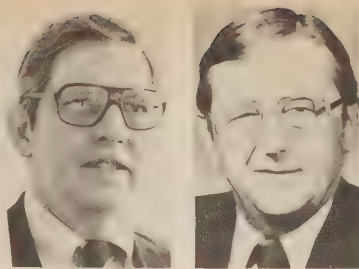
Funk to step down as editor of daily

Dennis E. Morefield, managing editor, *Santa Monica* (Calif.) *Evening Outlook* since 1977, will become editor April 1, succeeding R.D. Funk, who is moving to Carson City, Nev., where doctors believe the area's drier climate and cleaner air will help his asthma condition.

United Western Newspapers Inc., the corporation that publishes the *Outlook*, has a major ownership interest in the Prospector Publishing Co., Carson City, which publishes a weekly shopper for 100,000 residences in the Reno, Sparks and Carson City areas.

Robert I. Lauffer, editor, *Fort Collins* (Colo.) *Coloradoan*, will succeed Morefield as managing editor. Lauffer joins the *Outlook* on March 3.

Morefield, 45, came to the *Outlook* from the *Decatur* (Ill.) *Herald and Daily Review*, where he was metropolitan editor for 18 months. Prior to that, he was editor of the *Simi Valley* (Calif.) *Enterprise* for 6 years, and managing editor of the *Tulare* (Calif.) *Advance-Register* for 8 years.



Craddock

Brown

Craddock joins Metro Sunday

Thomas J. Craddock has joined Metropolitan Sunday Newspapers, Inc. as director of promotion. He is based in Metro Sunday's New York office.

Craddock comes to Metro from Newhouse Newspapers, where he was vicepresident, marketing. His extensive newspaper experience also includes marketing and promotion positions with Moloney Regan & Schmidt, Knight-Ridder, and *Newsweek*.

Jerry Brown was named by Metropolitan Sunday Newspapers, Inc. as western regional manager—based in Chicago. His new area of responsibility covers advertising sales from Metro's Chicago and Detroit offices, and newspaper relations in the midwest area. He replaces Ed Howard, who retires on March 1.

Brown had been manager of Metro's Detroit office since 1965. He joined the Metropolitan Sunday in 1952 in New York, worked in the Chicago office from 1954 until 1961, and from 1961 through 1965 he worked for Tatham-Laird and for *This Week* magazine before returning to Metro Sunday in Detroit.

Donald W. Barrus is the new sales manager of Metropolitan Sunday's Chicago office. His responsibilities include advertising sales from the Chicago office for Metro's 51 Sunday magazines and its 87 Sunday Comics members.

Barrus joined the Metropolitan Sunday Newspapers, Inc. in 1965 as a member of the Sunday sales staff. He had worked previously for *This Week* magazine, *Good Housekeeping*, and the *Minneapolis Tribune*.

Metro's Chicago office is located at 1912 Tribune Tower, Chicago, Illinois 60611.

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Nationwide Personal Service

Griffiths is named marketing director

Credited with a major share in the success of a circulation-building effort for the morning newspaper, Thomas E. Griffiths has been promoted to a new executive position with Gore Newspapers Co., publisher of the *Fort Lauderdale* (Fla.) *News* and *Sun-Sentinel*. He will have the responsibilities of director of marketing and public relations, research and creative services.

Byron C. Campbell, president of the (Chicago) Tribune Company affiliate, said Robert E. Dickey asked to be relieved of marketing and public relations administration to concentrate on his specialty, marketing.

Griffiths joined the Florida newspapers two years ago from the Gannett Company in Rochester. He also has a background in radio and television.

Currently the Fort Lauderdale News has a tv promotion stressing its merits as a thinking man's newspaper. The a.m. companion *Sun-Sentinel* has been making substantial gains in distribution throughout Broward and Palm Beach counties.

Globe is their beat

Here's a new statistic for journalism's book of records: The promotion department of the *Fort Lauderdale* (Fla.) *News* and *Sun-Sentinel* says its 11-member Sports staff traveled six times around the globe—150,000 miles—covering events in 1979. The staff is headed by Bernie Lincicome, sports editor, and Al Levine, assistant sports editor. Other writers are Ray Boetel, Craig Davis, Steve Hummer, Mark Johnson, Davis Lundy, Paul Moran, Mario Pettineo, Jim Sarni, and Dave Wiczorek.

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F.Y.I.

Flaws in Press Coverage Plus Business Sensitivity Stir Bitter Debate

By A. KENT MacDOUGALL

Businessmen who rank journalists with bureaucrats and environmentalists as their most irksome tormentors are starting to strike back at newspaper and television news coverage they consider biased against them. . . .

Oil companies are getting back for what they consider inept, inaccurate and even accusatory coverage on network television. Mobil Corp. recently took two-page ads in a dozen newspapers to denounce a "biased" and "shoddy" report on oil company profits on CBS-TV. And Exxon Corp. and Shell Oil Co. filed complaints over unflattering coverage on NBC-TV with the National News Council, an independent group that monitors media performance.

This excerpted article is the first in a series by Los Angeles Times business writer A. Kent MacDougall on the controversy over how the media cover business. For nine years, MacDougall specialized in covering the media for the Wall Street Journal. He later taught courses on the subject at Columbia and American universities before joining The Times in 1977.

MacDougall is one of 33 staff members on the Times Business section, which earlier this month became a separate, daily section of The Times.

Some companies are haling journalists into court. Bristol-Myers Co. is suing CBS for \$25 million over a report on the network's New York television station that questioned advertised claims for Bufferin and Excedrin pain relievers. And American Family Life Assurance Co. just slapped a \$275 million libel suit against ABC-TV for using hidden cameras and other investigative methods to prepare a "deliberately distorted, perverted and staged" story on cancer insurance.

Hints of economic reprisal are in the air. Leonard S. Matthews, president of the American Association of Advertising Agencies, recently warned that TV journalists cannot expect business to continue supporting a medium that stereotypes it as "greedy, insensitive and antisocial."

Business complaints already have prompted some news organizations to pull in their journalistic horns. A number of newspapers and TV stations have fired or reassigned reporters and editors who offended advertisers and other business interests.

The Danbury (Conn.) News-Times discharged an editor for publishing a photograph of the owner of a "lemon" picketing a local Ford auto agency, explaining he had failed to include the agency's side of the story. And NBC's television station in Chicago, WMAQ, fired consumer affairs reporter Roberta Baskin—it says for advocat-

ing consumerist positions without giving business its fair say, she says because she stepped on too many businessmen's toes.

The number of full-time consumer reporters in the nation's news media has fallen from a peak of 500 in 1974 to 200 today, Francis Pollock, former editor of Media & Consumer magazine, estimates. . . .

As the decline in consumer reporting indicates, the public has a stake in the controversy between business and the press. If the news media are really giving business a hard time, they may be undermining the public and governmental support business needs to thrive and spur the economy. On the other hand, if what Americans don't know can harm them, any fall-off in news media scrutiny of business practices and malpractices reduces the effectiveness of the early warning system that the press provides in alerting the public and the government to business abuses that require correction.

Ironically, the business-press controversy is heating up at a time when some captains of industry and commerce who were early, vocal critics of business news coverage now credit journalists with increasing competence, sophistication and fairness.

The critics can take some of the credit, as major news organizations respond to the criticism, as well as to the increasing importance of business and economic developments, by bolstering their business news staffs and expanding and upgrading their coverage. . . .

The Los Angeles Times is conducting an extensive examination of business complaints against the news media, including complaints that the media distort corporate profits, sensationalize environmental hazards, exaggerate marketplace rip-offs and sow public distrust of business at a time when the capitalist system is under increasing strain and needs the media's understanding and support more than ever.

The Times study concentrates on how major metropolitan newspapers and the three commercial television networks cover business. For the first phase of the study, complaints from scores of major corporations and business trade associations were solicited, examined and matched against the media's performance. Dozens of television documentaries and magazine-show segments on business topics were studied, along with a sample three months' coverage of business news on the three TV networks' evening newscasts. . . .

The Times study is turning up considerable evidence supporting business complaints that media coverage is often simplistic, careless and cursory. Cases in which deliberate distortion could be documented, however, were rare.

At the same time, there are indications that business enjoys a much more sympathetic press than it generally acknowledges. Not only do editorial writers generally endorse business positions, but newspapers publish a considerable amount of fluff applied by businesses to promote food, fashions, travel, real estate, sports and stocks. . . .

Polishing industry's image has grown increasingly urgent as business has fallen in the public esteem. Whereas 70% of Americans polled by Ankelovich, Skelly & White in 1968 believed that business tries for a fair balance between profits and the interests of the public, only 19% did so year ago. . . .

Businessmen pin much of the blame on rising mistrust of business on the part of the government and the media. Of business executives polled recently by Ankelovich, Skelly & White, 41% said the government was primarily responsible for anti-business sentiment, while 24% blamed the media and 35% blamed business itself.

It's hard to find an oil industry executive who doesn't hold the news media largely responsible for the public's belief that oil companies conspired the energy shortage to justify higher fuel prices and reap windfall profits. Among other sins, the oil men say, the press has provided a forum for the charges of irresponsible politicians who have manipulated the energy issue for their own political advantage.

Of course, many of the politicians who have made what the oil industry calls irresponsible statements are high officials of the federal government, whose policies and actions could hardly be ignored by an alert and self-respecting press. . . .

Businessmen who have visions of atrocities of Woodwards and Berners sneaking around digging up dirt to "get" them underestimate the effectiveness of corporate security and secretiveness. As Columbia University sociologist Herbert Gans observes in his recent book, "Deciding That's News": "Journalists readily in news about business corruption when it becomes available, much as they do about political corruption, but private firms have been fairly successful in blocking access to investigative reporters out to expose business misdeeds."

Even misdeeds that involve questionable business activities rather than out-and-out crimes are difficult to uncover. Corporations with something to hide usually are uncooperative with reporters, and the complexity of the issues involved and the need for precision to avoid libel suits make such investigations considerably demanding. . . .

Business seems to have learned to live with the outpouring of books attacking nuclear power, corporate corruption and industrial damage to the environment, perhaps because a successful book may reach only 1,000 buyers, whereas 12 million Americans watch the "CBS Evening News" with Walter Cronkite."

Though businessmen angry at the media seldom note it, the most striking aspect of TV coverage of business how little there is of it. The net-

works have so little time—22 minutes after commercials and announcements—to report the most important news of the day that all but the most significant and interesting business news gets left out. Business stories most likely to make the air focus on White House announcements, congressional hearings and other developments laden with audience-pleasing conflict and confrontation. Such stories tend to put business in a bad light even when business' rebuttal is included, as it usually is.

Like network news, newspaper front pages tend to contain more negative stories (corporate overcharges, faulty products, monopolistic practices) than positive stories (corporations creating jobs, cooperating with the community, making technological innovations). But business and financial sections have the opposite orientation. Replete with corporate profit reports, executive promotion announcements and other stories initiated by corporations, newspaper business sections generally more than offset the negative cast of page one.

Researchers at the University of Minnesota who studied business coverage in four Minneapolis and St. Paul newspapers over a recent four-month period found that 56% of the stories were neutral, 25% reflected favorably on business and only 19% were unfavorable. "If the Twin Cities dailies lean at all, they lean toward business," the researchers concluded.

Some studies show a correlation between business news and the national economy. Favorable news about business fell during the energy shortage and recession of 1973-75, rose during the economic upturn of 1976-78, then fell again in 1979 as the economy weakened, fuel prices soared and the nuclear accident at Three Mile Island raised doubts about corporate competence and the future of nuclear power.

As resource depletion, inflation, unemployment and other economic problems have pushed business news onto page one, many newspapers have beefed up their business reporting staffs and started to cover business as closely as they long have covered City Hall and the Board of Education. This has forced business leaders into uncomfortable visibility and unaccustomed accountability, and sometimes strained their relations with the local media.

Des Moines provides a case study. Five years ago the Des Moines Register had a business news staff of two. Today there are 10. Among other projects, the enlarged staff keeps busy by compiling periodic surveys of the salaries of hundreds of top executives of Iowa corporations.

Businessmen complain that these "How Much Does Your Boss Make?" surveys invade their privacy, complicate wage negotiations with unions and could even encourage criminals to rob their homes and kidnap their children. Similar objections have been raised to publication of lists of Des Moines homes with the highest tax assessments.

Editor Michael Gartner defends such coverage as in keeping with the Fourth Estate's function of gathering

and distributing matters of public record that "are available to anyone, but that would be difficult and time-consuming for each person to dig out." As for criminals reading the paper to determine who the wealthy are, "anyone driving around Des Moines can tell where the rich live, congregate, work and play." . . .

Such explanations fail to mollify many Des Moines businessmen. William Friedman Jr., president of Younkens department store, which at one point stopped advertising in the Register because "we felt they had been picking on us," finds that in general the paper puts "too much emphasis on what's wrong and not enough on what's right about business and the free enterprise system. There's a definite liberal bias in the reporting."

J.B. Walters, manager of the local Firestone Tire and Rubber Co. plant, goes further. "Socialistic in nature and detrimental to the survival of the private enterprise system" is his view of the Register's coverage and commentary.

Be that as it may, when Walters and other businessmen making general charges against the Register are asked to cite specific stories they consider slanted, close examination of these stories usually reveals the complaints to be trivial or unjustified. For instance, a six-part series on workplace health hazards that Firestone's Walters calls "inflammatory" turns out to be a well-documented, calm and balanced presentation of a significant issue. Far from leaving the impression that Firestone "totally destroyed" the health of one of its Des Moines employees, as Walters contends, the series pointed out that the Firestone employee was awarded only 20% disability benefits, and it extensively reported company assurances that any workplace hazards had been corrected.

James P. Gannon, the Register's executive editor, traces much of the Des Moines business community's animosity to its faulty perception of the journalist's role. "A businessman judges a story by its effects—good or bad—on his business, and assumes that if the effect is harmful to his business the reporter who wrote it must have intended to do damage. But reporters and editors judge a story not by its effect on a business but on whether it is interesting and significant."

Many businessmen don't see it that way, of course. The folks at McDonnell Douglas Corp., for instance, think that the news media overplayed the American Airlines DC-10 crash that took 275 lives in Chicago last May, and that some segments of the press have given the company and the airplane an unjustified "pillorying."

McDonnell Douglas is particularly aggrieved at some newspaper cartoons. These include a Pat Oliphant cartoon in the Washington Star showing a DC-10 engine and engine mount falling apart at a single hammer blow, a Bill Schorr cartoon in the Los Angeles Herald Examiner likening the DC-10 to the Edsel automobile, and a Lee Judge cartoon in the San Diego Union suggesting that the DC-10 is a "lemon."

Then there are three cartoons drawn by Paul Conrad for the Los Angeles Times. The first showed a Volkswagen Beetle parked next to a DC-10, and posed the question, "Which of these vehicles has more bolts holding its engine on?" The second cartoon, which prompted 53 critical letters to The Times and none in support, showed DC-10 passengers in flight being startled by the announcement, "This is the president of McDonnell Douglas speaking . . . welcome aboard the Titanic. . . ." The third cartoon, appearing several months later, showed a McDonnell Douglas DC-9 in flight losing its tail cone (as an Air Canada DC-9 had just done). "We're OK—It's not an engine," the pilot announced reassuringly.

Funny as the DC-9 and DC-10 cartoons were to many people, they struck McDonnell Douglas as cruel and crude. Some news stories also displeased the company. One, by the Associated Press, reported that despite the Chicago DC-10 crash and the DC-9 tail cone incident, two airlines were placing orders for the "problem-plagued" planes. A company spokesman complains that the phrase "problem-plagued" unfairly cast an otherwise positive story in a negative light. But he seems oversensitive. Both planes were indeed plagued by problems, not all of which the AP even mentioned. Nor did AP remind readers that Italy's national airline, Alitalia, had previously canceled an order for DC-10s, deciding to buy Boeing Co. 747 jets instead. . . .

As both the DC-10 and Des Moines flaps make clear, the time has come for businessmen once accustomed to uncritical and even promotional coverage to resign themselves to receiving the same kind of probing and even impolite press that politicians have had to endure for decades. With the business of America more than ever business, it seems reasonable to hold the people who run industry and commerce as accountable as the people who run government.

However, journalists need to be sure that skepticism about business does not sour into cynicism. A business executive who becomes a public figure may waive his right to privacy, as the Des Moines Register contends, but a newspaper's reputation for fairness is even more precious than its reputation for completeness. . . .

All coverage considered, there is no question that bad news about business is on the rise. But business attempts to blame the bad-news boom for turning public opinion against it mostly ring hollow. Any American who has waited in line to buy gasoline, had his flight reservation "lost" in a computer, phoned in an order only to be put on "hold," or put in time for an impersonal conglomerate, already has strong views about business. To business, that's the worst news of all.

For a complimentary copy of this six-part series, which is in limited supply, please write to: Media and Business, Los Angeles Times, Department E, Times Mirror Square, Los Angeles, CA 90053.

Los Angeles Times

A SPECIAL KIND OF JOURNALISM.

Reporters pose as "victims" to nail swindlers

A massive fraud that turns fake automobile injuries and minor bump-and-bruise accidents into an annual \$3-million bonanza was disclosed in a *Chicago Sun-Times* series titled "The Accident Swindlers" on February 10.

Reporters from the *Sun-Times* and Chicago's WLS-TV found that the scheme results in insurance premiums as much as one-third higher for every car owner.

During the eight-month investigation the reporters learned the art of the swindle in the offices of 11 law firms, four accident "brokers," nine medical clinics, nine chiropractors, 14 physicians and eight hospitals.

For three months of the investigation reporters posed as victims in minor traffic accidents that never occurred. They discovered:

- Law firms and accident "brokers" who orchestrated the scheme, permitting or telling clients to inflate or manufacture medical bills.

- Medical clinics that exist to accommodate the lawyers' bogus clients and hospitalize them without an exam.

- Chiropractors who submit totally fraudulent bills for unhurt patients whom they call "totally incapacitated."

- Physicians who recommend unnecessary surgery, order unneeded neck-and-back traction and write fictional medical reports.

- Hospitals that are as easy to check into as hotels including one so unequipped to care for the ill that the staff says patients who are actually sick must be transferred to another hospital.

- Accident "victims" who admit they aren't hurt but lie and fake their way to as much as \$10,000 each on fender-benders in which there were no injuries.

Variations of the swindle are well established throughout the country. James Ahern, national director of the Insurance Crime Prevention Institute, estimates \$3 billion in undeserved auto-accident claims is paid out each year.

As a result of the series, official investigations are under way by the U.S. attorney, the Cook County state's attorney and the Chicago Police Department's Internal Affairs Division.

The investigation started eight months ago when *Sun-Times* reporter Pamela Zekman and WLS-TV reporters Peter Karl and Doug Longhini received complaints about law firms conspiring with clients and doctors to defraud insurance companies by submitting phony medical claims.

The *Sun-Times* also received anonymous letters from hospital staff members complaining that "accident victims" who were not hurt were being admitted

Transsexual collects \$775,000 libel award

An Alameda County, California, jury has returned verdicts totaling \$775,000 against the *Oakland Tribune* in a privacy suit by a 37-year-old transsexual who claimed she suffered "two years of emotional hell" after being called a man in a 1978 column.

The plaintiff, Toni Ann Diaz, who at the time was student body president at the College of Alameda and a student member of the Peralta College District Board of Trustees, charged that the item by columnist Sidney Jones was a "calorous invasion of privacy."

Deliberating less than three hours, the superior court jury of eight women and four men assessed compensatory damages totaling \$250,000 against both the *Tribune* and Jones and \$25,000 individually. The verdicts also included damages of \$500,000 solely against the *Tribune*.

Diaz, who testified that she had a sex change operation in 1975, told reporters she would use the money to return to school and "maybe to enter politics."

Tribune attorney John Mahoney said

the verdicts would be appealed on the grounds, among others, that Diaz was, as a matter of law, a public figure and that therefore the newspaper had a right to factual comment about her.

Jones's item reported that Alameda College students would be surprised to learn that "their student body president, Toni Diaz, is no lady, but in fact is a man whose real name is Antonio." The item added that Diaz' classmates in a co-educational P.E. class "may wish to make other showering arrangements."

According to the evidence, Diaz never attended the P.E. class. The jury held that the item was not newsworthy and would be "highly offensive to a reasonable person of ordinary sensibilities." Further, the jury said, the item was written "with knowledge that it was highly offensive or with reckless disregard of whether it was highly offensive or not."

Jones said he did not intend to harm Diaz but merely reported what he considered to be a newsworthy event and that his report was verified by sources.

and given unnecessary treatment and medication.

From the beginning the Chicago Police Department and Allstate Insurance Co. knew about the project and cooperated with reporters.

Bogie sells ads

The *Long Beach Independent, Press-Telegram* used a "Casablanca" theme in one of their three new movie trailers to stress the value of the daily classified section. In this scene "Sam" is telling "Bogie" that the reason "Ingrid" has come back into his life is to buy the piano which "Bogie" advertised in the classified section of the *Independent, Press-Telegram*. Other movie trailers highlight the weekly *Neighbors* sections and the weekly *Food* Section. The trailers were produced by Click-Click Audio Visual in Los Angeles.

Correction

The headline, "Moroney succeeds Dealey as operating head of Belo", in February 23 issue of *EDITOR & PUBLISHER* was incorrect. James M. Moroney Jr. succeeds Joe M. Dealey as president and chief executive officer of the *Dallas Morning News*, a subsidiary of A.H. Belo Corp. Dealey, as reported, was elected chairman of the board and chief executive officer of Belo Corp. and Moroney becomes president and chief operating officer of Belo in addition to his *Morning News* duties.

North Jersey Press club sponsors award

The North Jersey Press Club is once again sponsoring its annual \$500 scholarship award for college juniors majoring in communications, media or journalism who reside in Hudson, Bergen, Passaic, Essex, Union or Morris Counties.

The prerequisites are that the student lives in any of the six counties mentioned above, plans a career in some phase of communications, is a college junior and is doing well academically.

Applicants should write a letter of between 300 and 500 words, telling of his or her background and goals in communications. Also included should be the home address and telephone number, extracurricular college activities, and the name of the high school from which the applicant graduated. A letter of recommendation from the communications advisor, department head or instructor should be enclosed. The letter's content, style of writing and appearance, as well as the letter of recommendation, will help the judges determine their selection. All letters should be typed and double-spaced.

The deadline for applications is March 31. The winning applicant will be invited to attend the North Jersey Press Club's annual awards dinner May 17.

The applicant's letter and letter of recommendation should be sent to: Milt Kerzner, Chairman, North Jersey Press Club Scholarship Committee, 2 Stegman Terrace, Jersey City, N.J. 07305.

EDITOR & PUBLISHER for March 1, 1980

How accounting dept. computer sells ads

By Andrew Radolf

With the aid of a second hand DEC 310 mini-computer, the morning *Trenton* (N.J.) *Trentonian*, an Ingersoll Publications tabloid, has transformed its accounting department into a centralized information and sales promotion service which is helping to shape the paper's competitive strategy against the evening *Trenton Times*, owned by the Washington Post Co.

Operating 24 hours a day, the single terminal computer generates management reports on ad lineage and revenues, newsprint consumption, circulation by zip codes, and personalized sales letters to advertisers in addition to performing standard functions such as payroll preparation and billing.

"When the Washington Post Co. bought the *Times* in 1974 it was clear they thought they were going to come in and run us out of town," commented Bob Ramsey who helped develop the *Trentonian's* computer software along with Frank Fay, an independent consultant. "The *Times* came out with a morning edition and a Saturday paper. We responded by going Sunday. It seemed like everybody here was able to contribute to the challenge but the accounting office. We got a little computer which is not sophisticated by today's standards and we found out we could make a contribution too."

"Once we developed the basics, we could modify the programs to get more reports at marginal cost," added controller Jerry Martini of the computer which uses Dibol language. He stated that each disk the computer uses "will store 3 million characters" and that his department has "14 to 16" different programs in operation.

Martini said all of the computer's operations are performed by his regular accounting staff.

"We didn't have to hire anybody new or create a separate department," he stated. "All our EDP functions became accounting functions. There were no special costs. We turned our accounting people into computer operators very quickly. We increased their productivity fifty-fold."

Martini estimated the current cost of a used DEC 310 at \$22,000 including printer and of a new one at \$40,000 with printer.

The accounting department has become "Heavily involved in stimulating advertising sales" since it began computer operations, Martini noted.

The computer can send out promotional announcements selected by zip

EDITOR & PUBLISHER for March 1, 1980

code and business category to prospective clients with a message that the letter will be followed by a phone call or visit from one of the paper's advertising representatives.

On the 20th of every month the computer mails notices informing advertisers how many lines they have run that month, what volume discount rate they have earned so far, and how many more lines they need to place to qualify for the next discount rate.

The ad staff also receives a printout of advertisers notified about volume discounts to facilitate follow-up sales calls.

On the other side of the coin, the computer issues a warning to clients whose accounts are about to become overdue stating that if payment is not received within five days the customer will lose any earned discounts and have to pay at the open rate.

For delinquent accounts, the computer sends out collection letters and prepares cutoff lists for the advertising and dispatch departments.

"Our return rate on collections is 65%, about the same rate as before we computerized," Martini noted, "but we've eliminated the expense of third party collection letters which saves us \$10,000 a year. We've also drastically cut down the total number of delinquent accounts and decreased our bad debts because the computer helps us keep a better finger on what's happening out there."

In the area of management information, the accounting department uses the computer to prepare a variety of lineage and revenue reports for the advertising department.

The lineage reports indicate ad performance on a daily basis for the month to date in all categories of advertising and compares the results with the previous year's figures for the day in question. It also gives monthly reports showing lineage for the year to date.

The revenue reports provide net and gross sales figures for the daily newspaper and its two TMC publications, Midweek and Weekend. The report contains lineage performance for each sales person, average size of ads for each type of advertiser, average rate and sales per day, and insert revenues.

Another report breaks down retail lineage by account categories such as appliance, furniture, and food stores and tells the number of stores comprising a particular category. It also gives the percentage of total advertising placed by each retail group.

The lineage history report details the amount of advertising each of the *Tren-*

tonian's accounts has run in the daily and TMC papers and compares the figures with the lineage run by the same account in the *Trenton Times*.

"In our competitive situation, we've got to keep tabs on how the *Times* is doing," Martini observed. "With the lineage history report we know if they get more or less out of an account than we do. It helps us spot which accounts we have to work on more to bring them into our paper."

Martini noted the various in-house lineage reports save the *Trentonian* another \$6,000 a year since the paper no longer subscribes to Media Records.

Newsprint consumption is another key area in which the accounting department prepares monthly management reports. Its computer logs the number of rolls purchased from each vendor including information on each roll's size, weight, rate per pound, and cost; records the number of rolls used each day of the month by size and weight, and prepares an inventory list.

"The first of the month our publisher has the newsprint information waiting on his desk," Martini said. "The whole monthly report takes only one or two hours to generate by computer versus a week's time in man-hours before."

The accounting department's computer operations have won the wholehearted endorsement of the *Trentonian's* advertising director, Hedl Roulette.

"There's no doubt the computer service has helped bring in more advertising and enhanced our image in the community," she said. "The sales letters are good PR. People respond well to receiving them and they're sent to right names and addresses which makes our sales job a lot easier. The management reports also make it easier for me to manage and direct my sales force because any kind of statistic I need is available to me immediately."

To underscore her point, Hedl reported the total paid lineage for the daily paper was 15,157,301 in 1979 as compared to 14,976,681 in 1978. Combined lineage for the daily and the two TMC publications also increased in 1979 to reach 17,753,288 versus 1978's combined total of 17,319,526.

Inserts in the daily paper also rose in 1979 to 285. It carried 194 inserts in 1978.

The growth trend shows signs of continuing this year. January 1980's daily lineage in the *Trentonian* totalled 679,958. In January 1979 the figure was 608,605 in total lines.

By comparison, the *Trentonian's* competition did not do as well last year. The Washington Post Co. has reported the *Trenton Times's* advertising lineage dropped 2.7% in 1979.

The *Trentonian* has been gaining in circulation as well. The September 30, (Continued on page 38)

37th "Pictures of the Year"

Gallery of First Place Winners

Pages
34-37



SPORTS ACTION

"Airborne"

BILL WAX, Gainesville (Fla.) Sun

Winners in the 37th Pictures of the Year competition, selected from a record number of 1150 photographers and editors participating, have been announced by Dean Roy M. Fisher of the School of Journalism, University of Missouri.

The POY competition is sponsored jointly by the university and the National Press Photographers Association under an educational grant from Nikon, Inc. Awards will be presented April 9, Photojournalism Day, during the 71st annual Journalism Week on the campus at Columbia.

Winner of the coveted title of Newspaper Photographer of the Year for his portfolio is Bill Wax, a 23-year-old staff photographer of the Gainesville (Fla.) Sun. In addition, he won first place in the sports action category.

Runner-up for the Photographer of the Year title is Dave M. LaBelle of the Chanute (Kans.) Tribune, with Bob Modersohn of the Des Moines Register in third place.

Magazine Photographer of the Year is David Burnett, Contact Press Images, New York City, with Jodi Cobb of *National Geographic* runner-up.

Ethan Hoffman, freelance, based in Washington, D.C., has won the World Understanding Award for his portrayal of life in the state penitentiary at Walla Walla, Washington. The photos were published in *Life* magazine. The judges' special recognition in the world award went to Jean-Pierre Laffond of *Sigma* and Michael Wirtz of the *Dallas Times Herald*.

Winner of the Newspaper Picture Editor Award is Susie Eaton Hopper, *Muskegon (Mich.) Chronicle*, with Susanne Walsh winning the equivalent title for her editing in *GEO* magazine.

Judges special recognition for newspaper picture editor went to Bill Douthitt, *Longview (Wash.) Daily News*, and in magazine picture editing to Declan Haun, *National Geographic*.

The *Columbia (Mo.) Daily Tribune* was a repeat

EDITOR & PUBLISHER for March 1, 1980



GENERAL NEWS

"Marathon Man"

LARRY DOWNING, *United Press International, Washington*

SPORTS FEATURE

Japanese umpires in school

STEVE DOZIER,

*St. Petersburg Times
& Evening Independent*

Produced by
Lenora Williamson

winner of the award for Best Use of Photographs by a Newspaper, having won last year also. GEO won the award in magazine category.

Picture Editor award for newspaper magazines went to Rich Shulman, *Panorama, Everett (Wash.) Herald*.

Judges in the formidable task of viewing all the entries were: Bill Eppridge, *Sports Illustrated* contributing photographer; Eliane Laffont, founder of Gamma and Sygma photo agencies; Bernard Quint, freelance designer; and Harvey Weber, retired director of photography for Long Island Newsday Sunday magazine.

The winning photos will be published in "The Best of Photojournalism—5", a book annual based on the competition.

The judges picked no winners this year in the fashion illustration category. And in the feature picture story and sports picture story categories, the School of Journalism did not release excerpts in the press package, considering those essentially photo essays.





SPOT NEWS

"Firing Squad", Iran

United Press International (Anonymous)



PORTRAIT

"Cambodian Child"

RICHARD OLSENIUS,
Minneapolis Tribune

NEWSPICTURE STORY

"A Broken Mind"—excerpt

NORMAN A. SYLVIA,
Providence (R.I.) Journal



FEATURE

"Lady in Waiting"

RICHARD A. CHAPMAN,

Press Publications, Elmhurst, Illinois



PICTORIAL

"Sunset Crossroads"

JOHN MORAN, *Gainesville (Fla.) Sun*

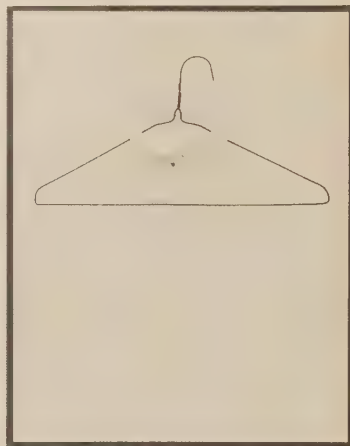


FOOD ILLUSTRATION

"Salt & Pepper Shakers"

NICK KELSH,

Columbia (Mo.) Daily Tribune



EDITORIAL ILLUSTRATION

"Dressing with Less"

J. PATRICK DOWNS,

Oceanside (Calif.) Blade-Tribune

Pictures of the Year Awards

Spot News: First, anonymous, United Press International; second, Daniel Neville, Newsday; third, Charlie Nye, Eugene (Ore.) Register-Guard; honorable mentions—Louie Psihoyos, freelance; Thierry Campion and Charles Robinson, Associated Press.

General News or Documentary: First and third, Larry Downing, United Press International; second, Charlie Nye, Eugene Register-Guard; honorable mentions—Dave M. LaBelle, Chanute Tribune and Ron Mann, San Bernardino (Calif.) Sun.

Feature: First, Richard A. Chapman, Press Publications, Elmhurst, Ill.; second, Erica Berger, Gainesville (Fla.) Sun, third, Dave M. LaBelle, Chanute Tribune; honorable

(Continued on page 46)

mentions—John McDonnell, Washington Post; Bob Modersohn, Des Moines Register, and Louie Psihoyos, Columbia Missourian.

Sports Action: First, Bill Wax, Gainesville Sun; second, Gordon K. Morioka, Cincinnati Enquirer; third, Bruce Bisping, Minneapolis Tribune; honorable mentions—Mark Foley, Associated Press; Joe Patronite, Arizona Daily Star, Tucson, and Cary W. Tolman, Seattle Post-Intelligencer.

Sports feature: First, Steve Dozier, St. Petersburg Times & Evening Independent (now with Miami Herald); second, Louie Psihoyos, and third, Brian Smith, British United Press International.

CUMBERLAND FARMS STORES
ATTN: MISS ANNE F. MARY
ADV. DEPT. 777 DEHAM ST.
CANTON MA 02021

2/13/80

CUST. NO. E 297

1/15/80

BARBERO'S BAKERY
ASHERSON & CONRAD STS.
TRENTON NJ 08611

AMOUNT DUE: **\$1,191.72
DISCOUNT AMT.: ****\$169.56

DEAR CUSTOMER:

AS PART OF OUR NEW MONTHLY SERVICE WE OFFER YOU THIS COST SAVINGS UPDATE.

TO DATE YOU HAVE RUN **2,646 LINES THIS MONTH AND HAVE EARNED A RATE OF .4900 PER LINE.

BY PLACING AN ADDITIONAL ***354 LINES THIS MONTH YOU CAN EARN AN EVEN LOWER RATE OF .4600 PER LINE.

YOU CAN EVEN EARN A RATE AS LOW AS .4300 BY RUNNING AN ADDITIONAL **2,354 LINES THIS MONTH.

I SHALL BE CALLING ON YOU WITHIN THE NEXT FEW DAYS TO HELP YOU, OUR VALUED CUSTOMER, EARN THESE LOW RATES.

BEST REGARDS,

CAROLYN ALLEN

YOUR TRENTONIAN ADVERTISING REPRESENTATIVE

P. O. BOX 231 • TRENTON, NEW JERSEY 08602 • AREA CODE (609) 989-7800

DEAR CUSTOMER:

IN OUR CONTINUING EFFORT TO BE OF SERVICE, WE OFFER YOU THIS MONTHLY DISCOUNT REMINDER.

EACH MONTH, PAYMENTS RECEIVED BY US PRIOR TO THE 20TH OF THE MONTH FOLLOWING PUBLICATION WILL ALLOW YOU, OUR VALUED CUSTOMER, TO TAKE ADVANTAGE OF A SUBSTANTIAL DISCOUNT.

YOUR BALANCE OF **\$1,191.72 AS OF 1/15/80 WILL EARN A DISCOUNT OF ****\$169.56 WHEN PAID PRIOR TO THE 20TH OF JANUARY.

ONCE AGAIN, WE GENUINELY APPRECIATE YOUR CONTINUED PATRONAGE AND LOOK FORWARD TO RECEIVING YOUR DISCOUNTED PAYMENT.

IN THE MEANTIME, IF WE CAN BE OF ANY ADDITIONAL SERVICE TO YOU, CONTACT OUR ACCOUNTING OFFICE AT 609-989-7800.

SINCERELY,

ROBERT RAMSEY
ACCOUNTING DEPARTMENT

P. O. BOX 231 • TRENTON, NEW JERSEY 08602 • AREA CODE (609) 989-7800

Computer sells ads

(Continued from page 33)

1979 ABC report gives its circulation as 66,325 daily and 56,200 on Sunday. The paper said its daily circulation has posted a slim gain to reach 66,415. In September 1978 ABC reported the Trentonian's daily circulation as 64,001 and its Sunday circulation as 53,174.

The Trenton Time's circulation has shown improvement. Its September 1979 ABC report lists its circulation as 72,929 daily and 85,472 on Sunday. The Times management stated that a recent home delivery drive has raised its daily circulation to over 75,000 and its Sunday circulation to 87,000. In September 1978, the Time's ABC circulation was 72,150 daily and 87,360 on Sunday.

Last December in an address to New York stock analysts Mark Meagher, president of the Washington Post Co., called Trenton "a declining market."

The Trentonian's publisher, Edward L. Hoffman, disagreed with Meagher's assessment.

"It's declining for them. We don't see any evidence of a declining market in Trenton," Hoffman asserted. "We're gaining in lineage, gaining in circulation, and our inserts have increased markedly."

Regarding the contribution of the accounting department's computer services to the Trentonian's competitive position, Hoffman said, "It's been astounding. The management reports are generated immediately. I can spot trends in short order and determine exactly where we stand. The accounting department's done a fine job with not a very sophisticated piece of equipment."

Police to wear vests, credit to newspapers

The 18,000 members of New York City's police force will be wearing bullet-proof vests, thanks to the efforts of the *New York Daily News*.

Credit for this "life-saving" equipment was given to the *News*' city editor, Sam Roberts, and a reporter, Jerry Schemmterer, in the annual journalism awards of the Patrolmen's Benevolent Association.

A series of articles in the *News*, the citation stated, resulted in contributions of more than \$1 million for the vests from business, civic and entertainment groups.

The PBA also commended: Sam Rosensohn, *Post*, for a "heart-rending" story about widows of police officers slain during 1979; Damon Stetson, *Times*, for unbiased reports on police-labor relations; and Al Miele, *News*, for police items in his Sunday column.

Harte-Hanks promotes

Jon Dell'Antonia and Jeanette L. Tully were promoted to the position of corporate director at Harte-Hanks Communications, Inc.

Dell'Antonia was named corporate director, information services. He joined Harte-Hanks in November, 1977 as manager, information services. Before that, he was director of information systems with General Portland Inc. in Dallas.

Ms. Tully assumes the position of corporate director, internal audit. She has been with Harte-Hanks since October, 1978 as manager, internal audit. Prior to that, she was a manager with the public accounting firm of Bourgeois, Bennett, Thokey & Hickey in New Orleans.

Editor wins reprieve in stockholder battle

Jesus Blancornelas, the ousted director and editor of *A.B.C.* in Tijuana, won a postponement in his feud with majority stockholders of the 35,000 circulation newspaper.

Majority stockholders are attempting to have Blancornelas arrested on charges of defrauding the paper of about \$60,000 while he was its editor and chairman of the board of directors.

Blancornelas claims he was fired from his job illegally and that Gov. Roberto de la Madrid, angered by *A.B.C.*'s attacks on him and his administration, organized a strike by a government-controlled union last November that led to the paper's closure and his removal as editor.

Since the strike, the editor has been under surveillance by the state judicial police and has been the target of several attacks in *A.B.C.* editorials. Several Mexican newspapers have attacked the governor for violating freedom of the press.

Blancornelas plans to meet with U.S. congressmen in Washington interested in human rights violations. He also is planning to publish a new paper.

Top salesman

Hugh Byars is the *Greenville* (S.C.) *News-Piedmont's* advertising Salesman of the Year for 1979. With the honor goes an expense-paid, week's cruise in the Caribbean. Byars, who has been with the *News-Piedmont* classified ad department for 33 years, topped the retail and classified sales staff for the 12-month period.

Larger newshole for Wall Street Journal in 1980

By Andrew Radolf

1980 will be a year of "vigorous improvement and expansion of the editorial content in all our publications," the chairman of Dow Jones & Co., Warren Phillips, told a meeting of print and publishing industry analysts in New York.

Dow Jones's plans include a 10% increase in the news hole of the *Wall Street Journal*, he said, including running its op-ed pages five days a week instead of two and adding to the paper's international coverage.

Noting the Journal gained 150,000 circulation in 1979 to top 1.7 million nationwide daily, Phillips announced it will become "a two section newspaper by mid-year" with the second section "targeted at business news areas we don't do well or enough of. News people can use, find exciting and stimulating . . . to broaden the appeal of the paper."

Though he declined "to get into specifics" on the types of stories which will appear in the new section, Dow Jones's chairman stated its first page will cover "regional trends, small businesses, real estate, and technology subjects."

On its inside pages, the second section will carry news stories similar to those inside the first section.

Ray Shaw, president of Dow Jones, insisted the company has no intentions of expanding the Journal's coverage beyond its present business and finance emphasis and into such areas as sports or general news.

Shaw stated the Journal's eastern and midwestern editions will increase their sizes from 48 pages to 56 pages in 1980 as the paper's western and southwestern editions already have done.

Commenting that the Journal's "extremely brisk" circulation growth was 12% ahead of 1979, Shaw added that Dow Jones wants "to cool off" that growth "to get ad rates in line with circulation levels."

Shaw explained that the paper's ad increases on January 2 of 9.8% national and 11.2% regional were based on projections of 6% growth.

"The Journal's January growth was 10%," he observed. "Our rates were not raised enough to offset inflationary pressures. There will be rate adjustments as we go through 1980."

Subscription rates for the Journal went up in 1980 to \$63 per year from \$55.

The Journal's advertising lineage was up 10% in January 1980, Shaw stated, and February's is running "15% to 17%" ahead of last year.

"On an equal day basis, February is EDITOR & PUBLISHER for March 1, 1980

showing a 12% gain over 1979," he said.

In 1979, the Journal accounted for 60% of Dow Jones's \$51 million in earnings and 59% of the company's revenues of \$440.9 million. \$3 million of the company's \$7 million earnings increase over 1978's net income of \$44.2 million resulted from an investment tax credit which it "can't count on this year."

Dow Jones's capital expenditures came to \$22 million in 1979. The company expects to spend "about the same amount" this year.

By 1983 Dow Jones expects to have 35% of the Wall Street Journal's subscribers receiving their paper by alternate delivery methods.

Shaw said the *Asian Wall Street Journal* which is published in Hong Kong and has nearly 20,000 circulation "will be in the black in 1980."

George Flynn, Dow Jones senior vice-president, said the Bear Island, Virginia newsprint mill near Richmond, which is a joint venture with the Washington Post Co. and Brant-Allen Industries, has begun operating "at 60% capacity and will reach full capacity within a few weeks."

Energy costs at the mill are "more than expected," Flynn told the analysts because the operation has had "to draw power from a conventional power plant" instead of from a nearby nuclear plant which is still waiting for an operating license from the Nuclear Regulatory Commission. He stated the NRC should grant the license later this year.

Dow Jones has purchased 12,000 tons of foreign newsprint at \$150 a ton over market prices, Flynn added.

Ottaway Newspapers, a Dow Jones subsidiary with 20 small to medium sized dailies will grow in 1980 primarily through acquisitions and starting more Sunday papers, the company told the analysts.

James Ottaway Jr., president of Ottaway Newspapers, said ad lineage for the group was "up 1.7% in 1980 including weeklies and shoppers. It's going to be a slow year. Automotive and real estate advertising have fallen off. The recession is already being felt in smaller communities."

1979's ad lineage for the group rose 1.6% with classified showing a 5.6% gain, Ottaway reported. In 1978 the group's total advertising and classified both showed 10% growth.

Ottaway noted his papers in January 1980 showed "a normal growth rate of 1.5% for the dailies and 1.9% on Sunday which we hope to maintain throughout the year."

The Ottaway newspapers raised their ad rates by 7.4% in January 1980, and Ottaway predicted the group "may raise the rates again at mid year."

"Our circulation revenues are up 11% in 1980," he continued, "but a good part of that comes from price increases and not so much from the growth side. Our

operating costs are budgeted for a 10% increase. Pretax margins (for the Ottaway group) are around 20% with a 10.8% net. We don't try to run them at a higher rate than that."

Ottaway pointed out that his group has incurred heavy capital expenditures in 1979 from acquiring new presses and adding computer technology to its papers' composing and newsrooms.

Though ROP lineage for the group is "down a little bit," Ottaway said revenues have increased about 10% with in-serts accounting for 7.5% of the gain.

Two of the Ottaway newspapers, the *New Bedford (Mass.) Standard-Times* and the *Joplin (Mo.) Globe*, will switch to 56 inch rolls from 60 inch rolls to conserve newsprint. The *Middletown (N.Y.) Times Herald-Record*, the group's largest paper with 66,000 daily, will go to a 6 column format from a 5 column one for similar reasons.

In the broadcast area, president Shaw announced that Dow Jones has begun to offer radio stations in the top 50 markets 16 live transmissions daily of business news.

The programs will feature two minutes of news with a minute commercial break in between.

"Six of the casts will sell national advertising at \$3000 a minute which we will keep for ourselves," Shaw explained. "The other 10 will have local ads sold by the stations."

He estimated transmission costs for the programs will total \$100,000 annually. The news broadcasts will utilize Dow Jones's own radio personnel.

Dow Jones has also achieved success with its "per inquiry" spot radio and television commercials for the *Wall Street Journal*. The company pays the station a commission for each subscription sold rather than for the actual air time.

Though the times at which the spots run are unpredictable, Shaw said one tv spot aired on a Sunday afternoon during the Hawaiian Open brought in 500 subscriptions.

"The pay to the station is in the range of \$24 per order," he added, saying the subscriptions sold are usually for 26 weeks.

Last year the Journal ran per inquiry spots on "an average of 1000 radio and 400 tv stations" for a total of more than 22,000 commercials.

"The commercials condition the market as well as bring in new subscribers," Shaw remarked. "They would have cost us \$10 million to \$12 million last year if we paid by the rate cards."

Curme to ABC

Emmett Curme has joined the Audit Bureau of Circulations in Chicago as assistant communications manager-publications. He was managing editor of Industrial Marketing.

Feature section blends hard and soft news

By Andrew Radolf

When *Newsday's* Part II won the 1979 Penney-Missouri Award for best lifestyle section, it marked the fourth time in the last six years the newspaper has taken top honors against such competitors as the *Chicago Tribune*, *New York News*, *Washington Post*, *Miami Herald*, *Boston Globe*, and *Los Angeles Times*.

Newsday also won the first place Penney-Missouri Award for best women's pages in 1966. According to the rules of the contest sponsored by the University of Missouri School of Journalism and J.C. Penney Co., after the paper took first place two more times in 1974 and 1975, it had to sit out the competition until 1978. *Newsday* came in first for best lifestyle section that year too.

Newsday has capitalized on Part II's success by making the section a major selling point of the 500,000 daily tabloids marketing strategy.

The editorial concept guiding Part II is to keep its stories focused on the news by integrating the section's coverage with *Newsday's* overall news operation.

"Part II is intended to be a daily magazine inside our newspaper," explained *Newsday's* editor, Anthony Insolia. "It is an integral part of the paper's philosophy which is to be the only newspaper Long Islanders need to know what's going on. Behind everything we do is a commitment to covering all of Long Island, including Queens, much better than anybody else."

Insolia credited *Newsday's* publisher, Dave Laventhol, with being "the father of Part II." Laventhol, who had helped develop the *Washington Post's* Style section, joined *Newsday* as an associate editor in September 1969 to improve the paper's features. Part II debuted the following February as a replacement for the women's and entertainment sections with "about four" more pages added for general stories.

"It's important for a newspaper to have coverage of people's lifestyles as well as hard news," Laventhol commented. "Part II reflects the changing needs of a changing society."

"We wanted to develop a section that took advantage of all the strengths of the paper," remarked managing editor Lou Schwartz who had worked with Laventhol in creating Part II. "Good, breezy writers who were able to discern trends, strong graphics, a tabloid easy to package. . . . We combined it all with a magazine format and came up with Part II. It deals with stories not normally dealt with in the run of the news. How people lived . . . coped . . . to help

people understand their lives.

"When a breaking news story becomes dominant in peoples' minds, we want to use all the resources of the paper," Schwartz continued. "Part II's editors attend the daily news meeting and often shares staffs with the news department. At the management level people like myself take an active interest in Part II. It's not a stepchild but a major commitment in our operation."

"There are no walls between Part II and the newsroom. We are a part of it!"



John Cashman

declared the assistant managing editor for features, Phyllis Singer, whose job includes overseeing Part II. She meant her statement literally as well as figuratively since Part II's staff occupies one corner of the paper's newsroom.

"A lot of the series we do in Part II cover serious subjects," Singer said. "We're about to do a three part series on inflation including its effect on peoples' psyches. We try to humanize things and write about Long Island families and what they're doing about it (inflation). Everything we do of a national scope we localize to make it real to people on Long Island. Right on the heels of Three Mile Island we did a series that dealt with all the energy options besides nuclear power which were available to Long Island."

When famous people die, Part II often runs their obituaries as a major, up front feature.

"We have the capacity to pull the first six pages and do the entire section over if there's a major death," Singer stated. "When John Wayne died we put together a five page package. For when Tito dies we have a story ready about a Long Island man who parachuted into Yugoslavia with him forty years ago. Normally the section's all locked by 10 P.M., but we can go till 2 A.M. for news related events."

The display capabilities of Part II give the section an added dimension for augmenting *Newsday's* general news coverage. During John Paul II's visit to New York, Part II ran several pages of photos showing a Long Island family's day seeing the pope. In covering demonstrations seeking to halt construction of Long Island Lighting Co.'s Shoreham nuclear plant, *Newsday* turned the first five pages of Part II into a photo album of the event.

Of Part II's 16 pages of editorial copy, 11 are generated by *Newsday*: eight up front and three in the back on entertainment. The other seven pages consist of comics, syndicated advice columnists, tv and movie listings, the events calendar, and Kidsday which is written by local



Phyllis Singer

schoolchildren. The entire section usually runs between 32 and 50 pages depending on the amount of advertising.

"All of our 11 pages are open pages. We know how much space we have available everyday, and it doesn't change," remarked John Cashman, editor of Part II. "Our art department does the layouts for Part II's front page and pages three, four, and five. We look for graphic strength in everything we do. Paul Back, *Newsday's* designer, is totally responsible for all of the paper's graphic development."

Cashman said that Part II's heads are set on a typesetter "to give it a tremendous variety of faces and differentiate it from the rest of the newspaper. That's part of the magazine concept."

Although *Newsday's* Metro offset presses have color capacity, Cashman does not plan to run any color in Part II for another year.

"Until the color's perfect, I don't want to use it," he explained.

Part II's editorial staff numbering over 40 includes two health and science writers, one specialist each for education, consumer affairs, and media; three food writers and a "whole pie" of entertainment writers and general assignment reporters. Under Cashman are a deputy

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Okla. reporter sentenced to 30 days in jail

Oklahoma City Times and *Daily Oklahoman* reporter Jack Taylor has appeared to the State Supreme Court his 30 day jail sentence for refusing to identify confidential news sources and turn over personal files.

Taylor was found in contempt of court on February 8 by Cleveland County District Judge Preston Trimble during a deposition hearing in a libel suit pending against The Oklahoma Publishing Co.

Taylor is free on his own recognizance, pending the outcome of the appeal.

The case is the first major test of Oklahoma's newsman's shield law since it was enacted in 1974.

Oklahoma Publishing is being sued by former U.S. Senate candidate George Miskovsky, who contends he was libeled in editorials and cartoons the papers ran during the 1978 campaign.

None of the stories Taylor wrote about the 1978 Oklahoma Senate campaign are mentioned in Miskovsky's libel action, however, Miskovsky's attorneys contended that Taylor's stories were relevant to the case.

In his suit, Miskovsky objects to items published between August 11 and August 14, 1978. Taylor testified that he was assigned to investigate another Senate candidate on August 25, 1978.

Taylor's attorneys, therefore, contended that Miskovsky had failed to show Taylor's subsequent stories were

(Continued from page 40)

editor for general assignments, a food editor, a lifestyles editor, and an editor who manages the sections' writing specialists.

The specialists on the staff turn out Part II's three page mini-sections which usually run on pages seven through nine and cover a single subject. Monday is for health, Tuesday is "Your Life," Wednesday is food, Thursday covers money and consumer affairs, Saturday runs "Your Home," and Sunday features "Your Garden."

Sunday's Part II also doubles as an arts and leisure section. On Friday, all of Part II becomes "Your Weekend."

To keep Part II "alive and vibrant," Cashman plans to have all of the mini-sections redesigned by Paul Beck. The editor also intends to expand and redesign Part II's food pages "to give them a sense of being their own section."

There is "talk but nothing definite" of adding more mini-sections like fashion to Part II, Cashman said.

"It's quite a lot of work to turn Part II out everyday," Cashman related. "But it's a popular section. It gives the paper's readers something extra."

EDITOR & PUBLISHER for March 1, 1980

relevant to the lawsuit.

Taylor had been subpoenaed and told to bring all notes and other information he had collected on Miskovsky and the other candidates during his investigation.

On the stand, Taylor told the court he would not turn over his notes and would not reveal the names of confidential sources. "I gave them my word their names would not be revealed," he said.

In an editorial, the *Saturday Oklahoman* and *Times* stated, . . . "Taylor was not even involved in any of the stories or editorials remaining in Miskovsky's pending libel suit."

One of Miskovsky's attorneys argued, "We have a right to determine the state of mind of the publisher at the time these articles were published, and the only way we can do it is to search these records and this witness."

Taylor has been with the Oklahoma newspapers for 18 years.

The Oklahoma Press Association directors have passed a resolution supporting Taylor and the Radio Television News Directors Association of Washington, D.C. and the Reporters Committee on Freedom of the Press have protested the action of the court.

New VW product in heavy promotion

Volkswagen of America has launched a multi-faceted promotion for the company's "new originals," the Vanagon and Vanagon Camper, and the "original original," the Rabbit.

A total of 49 Class A shopping malls will feature a display of these vehicles. Each exhibit will be like a mini-auto show display with carpeting, lights, special signing and a trained person answer questions and hand out sales literature.

A highlight of the mall program, which began Jan. 31 at the Lincoln Mall, Matteson Ill., about 40 miles south of Chicago, is a national drawing for a 1980 Vanagon. It is expected that some 10 million mall visitors will inspect the VW displays before the program ends March 23.

To supplement national advertising efforts, dealer ads have been developed around the theme of VW Originals and VW Does It Again. The same themes are being used in live demonstrations at auto shows. Dealer introduction ad headlines include: "Compare it to the shrinking domestic station wagon," "See why it gives you the best of a van and the best of a station wagon" and, for the Vanagon Camper, "Come discover a new creation in recreation."

Further support for the launch of the new vehicles is a mailing to some 1.3 million owners of older VWs and full-sized station wagons and vans. Recipients will receive a 16-page brochure titled, "Vanagon—Another Volkswagen Original."

Post Corp. joins Newhouse in bid for CATV franchises

The Post Corp., Appleton, Wisc., and MetroVision, Inc., the cable tv subsidiary of Newhouse Broadcasting Corp., have formed a partnership to bid on cable tv franchises in the Milwaukee area.

The agreement gives Post a 20% interest in any Milwaukee area cable franchises granted to MetroVision.

"This is our first cable venture," stated Vic Minahan, Post Corp.'s president. "We felt we had to get involved in cable to some degree. They came to us, and we saw the offer as a good chance to do it."

Minahan said Post's role in the partnership is to "help with local contacts and understanding the community and its needs. We haven't worked out the management part yet. That'll come later, but Newhouse holds the majority so it's really up to them."

Right now Post and MetroVision are bidding together on cable franchises only in Milwaukee and its suburbs. Minahan did not rule out that the two companies might join forces to seek franchises in other cities.

"We haven't talked about it, but it's a possibility," he commented.

Post Corp.'s headquarters are in Appleton, Wisc. about 100 miles from Milwaukee. Newhouse Broadcasting is based in Atlanta, Ga.

Closed hearing in Phila. murder case

After nearly 3½ hours of arguments with attorneys for Philadelphia Newspapers Inc. and the Bulletin Co., Common Pleas Court Judge Robert A. Latrone ordered (February 19) a closed pre-trial hearing for Sidney Brinkley, who is accused of killing Atlantic Richfield Co. executive Nancy Ross and three other women.

Latrone approved a petition from Brinkley's attorney asking that the press and public be barred from a pre-trial hearing on February 20.

Brinkley's lawyer argued that allowing the press access to the pre-trial hearing would jeopardize his client's right to a fair trial. He presented 44 clippings of newspaper articles published since September that he claimed were "sensational" and had "widely publicized" the cases.

Latrone said he was ordering the hearing closed in order "to prevent an undue, unabated flow of (pre-trial) publicity that is taking place and that will continue to take place" without such an order.

Attorneys for the newspapers had not decided whether to appeal.

Nashua Telegraph follows the rules—feels the heat

By John Consoli

Since most newspapers are incorporated, they are prohibited under the Federal Election Campaign Act of 1971 from spending money to finance a debate of Presidential candidates.

Despite this fact, most newspapers can get away with financing the cost of such a debate because the Federal Election Commission only acts following a complaint.

While the complaint can technically come from any citizen, it is usually one of the candidates who seeks FEC intervention.

This is why the *Des Moines* (Iowa) *Register & Tribune* had smooth sailing even though it paid the cost of its January Republican Presidential candidates debate, while the *Nashua* (N.H.) *Telegraph* this week ran into hot water, even though it sponsored but did not pay for its debate.

In Des Moines, the *Register & Tribune* invited all the major Republican Presidential hopefuls to participate and none complained to the FEC.

In Nashua, the *Telegraph* invited only Republican candidates Ronald Reagan and George Bush to participate in its February 23 debate.

On February 19, three other Republican Presidential contenders, Senators Howard Baker and Robert Dole and U.S. Rep. John Anderson individually brought complaints to the FEC. The candidates, upset that they were excluded, complained that the newspaper was planning to spend corporate funds to sponsor the debate.

The FEC met, considered the three individual complaints as one, voted to act, and the FEC's general counsel got in touch by telegram and telephone with *Nashua Telegraph* executives.

At this point, the *Telegraph* said it would not be spending its own money to pay for the debate, but that the money would be coming from other sources.

"It was indicated that the Reagan camp was expected to pay \$3,500 which would be the total cost of the debate," said Fred Eiland, press officer for the FEC.

"At that point," Eiland said, "four (FEC) members voted to close the file and take no further action. Two members abstained. In effect, the Commission ruled that on the basis of its expedited review, it did not see substance to carry the matter forward."

The *Nashua* newspaper was not out of the woods yet, however.

On the night of the debate, Baker, Anderson, Dole and Senator Philip Crane

showed up at the debate location and sought to participate.

Reagan, who was paying for the cost of the debate, said he had no objection to the other candidates joining him and Bush. The debate's moderator, Jon Breen, executive editor of the *Telegraph*, refused to permit this. He said although Reagan was paying for the cost of the debate, that the paper was still the sponsor and would run the debate as it chose to.

"We accepted \$3,500 funding for this with the clear understanding there would be no preconditions," Breen said. "If that was the case, the *Telegraph* would have withdrawn completely. The *Telegraph* is not about to become a lackey for \$3,500."

Bush also agreed to debate the other candidates, while some members of the audience in the 2,000 seat high school auditorium chanted, "Give them chairs."

Breen said he would permit each of the four other candidates to make a brief statement at the conclusion of the debate.

Reagan attempted to tell the audience that he didn't mind including the others in the debate and Breen ordered his microphone shut off. This prompted Reagan to say, "I am paying for this microphone."

The debate between Reagan and Bush eventually took place, but not before the fiasco that wound up making national headlines and NBC network-tv's Prime Time Sunday show.

Sen. Dole filed another complaint with the FEC following the debate, claiming that the newspaper, by excluding the other candidates, was unfairly promoting the candidacy of Bush and that Reagan's payment of the debate's cost constituted a contribution to the Bush campaign.

The FEC's Eiland said a media corporation can cover candidates in news stories in any manner it wishes and can support candidates through editorials. A media corporation can also sponsor a debate, but cannot pay the cost of the debate.

The *Nashua Telegraph* abided by the law, but probably took more heat than if it would have invited all the candidates and paid for the debate itself—just as the *Des Moines Register & Tribune* had done.

"We're a very small organization," Eiland said of the FEC. "Complaints must come to us, otherwise we won't act. We can't take action based on what we read in a newspaper account. In Iowa, we received no complaints, so we

took no action."

A third Republican Presidential candidate debate, to be sponsored by the *Columbia* (S.C.) *State and Columbia Record*, was scheduled for Thursday (Feb. 28.)

No problems were expected, even though the newspaper was picking up the entire tab, because all five major candidates were invited.

In June of 1979, the FEC tried to clear up some of the problems dealing with sponsorship of debates. It sent to Congress proposed regulations governing debates.

If passed by Congress, according to Eiland, the regulations would have opened a narrow channel for corporations and unions to contribute funds to whatever organization was staging a debate. The regulations would also have permitted non-partisan organizations, such as the League of Women Voters, to sponsor such debates using corporate funds.

Eiland said segments of the press objected, stating they wanted to be included among those permitted to sponsor (finance) debates.

The FEC, according to Eiland, attempted to amend its regulations and put in a provision that would have explained how invitations were to be issued and included a stipulation that all candidates be invited to a debate.

The press and the Federal Communications Commission complained, Eiland said, stating that this would restrict its First Amendment Rights. The FCC contended that the FEC was trying to regulate broadcasters.

"In effect, they went to Congress and recommended a veto and in September of 1979, the Senate vetoed the FEC's proposed debate regulations," Eiland said.

"In December, the FEC had another series of hearings, trying to work out different wording—to open up this narrow contribution channel and to clarify who would be allowed to stage and finance debates," he said.

Another set of regulations was sent to Congress, Eiland said. These regulations do not say how debates should be carried out, but do say there should be an equitable invitation policy. These regulations are pending before Congress.

He said if these regulations pass, a newspaper will be permitted to pay for a debate with money contributed by its parent corporation.

Still, Eiland said, there is media opposition. "Most of the press feel there should be no restraint whatsoever on debates, but there already is (under 441b of the Federal Election Law.)"

"The FEC is in sort of a Catch 22 position," Eiland said. "We are trying to eliminate the restraint by coming up with new regulations, yet we can't find a way to do it that pleases the media. The last

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API establishes 4 regional boards

American Press Institute has formed four Regional Advisory Boards to obtain a broader base of counsel across Canada and the United States.

API chairman Howard H (Tim) Hays, co-publisher of the *Riverside* (Calif.) *Press and Enterprise*, said, the Regional Advisory Boards will serve as a sounding board for API's staff. The boards will be kept advised of what API is doing and planning.

Each board has ten members and will meet annually to offer suggestions and criticisms on API programs. The boards will meet in their home region one year and the next jointly at API. The boards represent roughly the four quadrants of Canada and the United States combined: Eastern, Southern, Central and Western.

Regional Advisory Board service will be limited to six years. API has a corporate Board of Directors of 18 members. Except for chairmen and past chairmen, corporate board service is limited to nine years.

API is a non-profit educational organization now in its 34th year. It holds seminars that are attended by newspaper staff members from the United States and Canada and occasionally from abroad.

Membership of the Regional Advisory Boards:

EASTERN: Charles McC. Hauser (chairman), vicepresident and executive editor, *Providence Journal and Evening Bulletin*; Malcolm A. Borg, chairman and president, *The Record*, Hackensack, N.J.; Martin W. Goodman, president, *Toronto Star*; J. Roger Grier, publisher, Capital Newspapers Group, Albany, N.Y.; David A. Laventhol, publisher, *Newsday*, Long Island; Marjorie W. Longley, circulation sales director, *New York Times*; Edward D. Miller, editor and publisher, Call-Chronicle Newspapers, Allentown, Pa.; Henry F. Schulte, dean, S. I. Newhouse School of Public Communications, Syracuse University; Richard C. Steele, president and publisher, *Worcester* (Mass.) *Telegram and Gazette*; George W. Wilson, publisher and president, *Concord* (N.H.) *Monitor*, N.H.

CENTRAL: Maxwell McCrohon (chairman), editor, *Chicago Tribune*; James E. Burgess, director, newspaper operations, Lee Newspapers, Davenport, Iowa; Christy Bulkeley, publisher, *Danville* (Ill.) *Commercial-News*, Lee Canning, business manager, *Minneapolis Star and Tribune*; Lee Dirks, general manager, *Detroit Free Press*; Charles H. Everill, publisher and president, *The Hamilton* (Ohio) *Journal News*; Richard G. Gray, director, School of Journalism, Indiana University; Edwin L. Heminger, publisher, *Findlay* (Ohio) *Courier*; Woodson Howe, vicepresident and

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executive editor, *Omaha World-Herald*; Arnold Rosenfeld, editor, *Dayton Daily News*.

SOUTHERN: Wayne T. Patrick (chairman), publisher, *Rock Hill* (S.C.) *Evening Herald*; Professor John B. Adams, School of Journalism, University of North Carolina, Chapel Hill; Barry Bingham Jr., publisher, *Courier-Journal* and *Louisville Times*; James B. Boone Jr., president, Boone Newspaper Group, Tuscaloosa, Ala.; J. Stewart Bryan III, publisher, *Richmond Times-Dispatch* and *News Leader*; J. Carroll Dadisman executive editor, *Columbus Enquirer and Ledger*, Ga.; Rea Hederman, executive editor, *Jackson* (Miss.) *Clarion-Ledger*; Leo L. Kubiet, advertising director, *St. Petersburg Times* and *Evening Independent*; G. Eugene McDavid, vicepresident/operations, *Houston Chronicle*; Claude Sitton, editor, *Raleigh* (N.C.) *News and Observer*.

WESTERN: Stephen W. Ryder (chairman), publisher, *Medford* (Ore.) *Mail Tribune*; Charles L. Bennett, editor, *Colorado Springs Sun*; Everett E. Bey, publisher, *Feather River Bulletin*, Quincy, Calif.; Clarke W. Davey, publisher, *Vancouver Sun*; Dona Harvey, editor, *Winnipeg Tribune*; Robert Maynard, editor, *Oakland* (Calif.) *Tribune*; C.K. McClatchy, president and editor, McClatchy Newspapers, Sacramento, Calif.; John H. McMillan, publisher, *Salem Capital Journal and Oregon Statesman*; Roger Tatarian, journalism professor, California State University; Darrow Tully, associate publisher and general manager, *The Arizona Republic* and *Phoenix Gazette*.

Telcon to make and sell ANPA's proofing system

ANPA/RI and Telcon Industries of Fort Lauderdale, Florida, have reached an agreement under which Telcon will manufacture and market a spelling-proofing system called Micromark.

The system will assist editors by detecting misspelled words resulting from errors in keyboarding, OCR scanning and wire copy transmission.

Micromark was developed by the RI's computer applications department under the direction of Richard J. Chichelli and is capable of checking and verifying copy against a vocabulary of 20,000 frequently occurring words.

Three versions of the Micromark system will be manufactured. They are: a rack-mountable unit, attached directly to a computer, that will interface to on-line text editing systems; a desk-top unit that will be connected directly to intelligent editing terminals; and a portable unit that will interface with Telcon's new Ambassador remote bureau multi-terminal cluster.

Earthquake hazards shake-up City Hall

Following a series of stories in the *San Francisco Examiner*, Mayor Dianne Feinstein began a major program intended to reduce the earthquake hazards presented by more than 11,000 brick and masonry buildings in the city.

The articles, by reporter James A. Finefrock, reported that city officials had taken virtually no action to deal with the problem of unreinforced old buildings, despite a six-year-old city policy that mandated correction of the hazards.

Among other things, the articles pointed out:

—A resident of a brick apartment house would be 42 times more likely to die in a major earthquake than the occupant of a wood frame house.

—A city consultant with records necessary to identify potentially hazardous buildings was told not to publish such a list by planning officials to prevent "embarrassment to property owners."

—The city's only seismic advisory committee, which was supposed to set policy on earthquake safety, was disbanded because the city's building inspection chief neglected to take steps necessary to extend its life.

—A former director of building inspection recommended that the city make no attempt to remedy the dangers posed by the old buildings because of the complexity of the problem.

The old brick and masonry buildings were built before the city enacted earthquakes codes in 1948. They provide housing for thousands of people in the Tenderloin, North Beach and Chinatown sections of the city.

Following publication of the *Examiner* articles, Feinstein said she would reactivate the seismic safety advisory committee and direct it to recommend "how we can abate the problems of life safety in brick buildings without massive relocation and cost." She also directed the department of building inspection to prepare a list of hazardous buildings to be made available to owners and tenants.

Debates

(Continued from page 42)

thing we want to do is tell the media what to do."

Eiland said the FCC and the broadcast industry "are the ones who brought pressure on Congress that led to veto of the first set of regulations." Now, he said, "there is a segment in the broadcast industry that is objecting to the new set of regulations."

Either Congress accepts the newly proposed FEC regulations easing the current Election Law, Eiland said, "or Section 441b (prohibiting all corporations including newspapers, from financing debates) is still there."

Sample pack promotion pulls high response

More than 380,000 readers of eight major newspapers in the Northeast responded to the first major distribution of a new product preference questionnaire included in their Sunday papers.

They each will receive a free sample pack of the sponsors' products, it is reported by Robert Hemm, president of John Blair Marketing, which conceived and carried out the new promotion.

This represents an 8% return of the combined circulation of 4,749,000. The newspapers which carried the product preference questionnaire in the John Blair Marketing coupon insert were the *New York Times*, *New York Daily News*, *Long Island Newsday*, *Newark Star Ledger*, *Boston Globe*, *Providence Journal*, *Hartford Courant* and *New Haven Register*.

"The immediate results of this new controlled system for getting samples of our advertisers' products into the hands of consumers has been astonishingly high," Hemm explained. "Our initial 1979 market tests in newspapers in Louisville, Ky., Youngstown, Oh., Peoria, Ill., Rochester, N.Y. and Sacramento, Cal., produced a good response of approximately five percent of the circulation, but in the Northeast, we passed eight percent within two weeks of the January 20 publication date."

Firms look to media to sell co-op plans

By Bill Gloede

Manufacturers assembled for the Newspaper Advertising Cooperative Network's meeting in Florida last week made it clear that they're relying on media to educate retailers and distributors in the ways of cooperative advertising.

Robert Wilcox, manager of retail advertising services for the Armstrong Cork Company, told round-table discussion groups during the NACON convention that untold millions of dollars in co-op advertising are going unspent in department and mass merchandise stores alone. Mass merchandisers, he said, are "unprepared" to use co-op and department stores, which often think they're using all the co-op money available, are not even coming close to using all the

He added that Blair Marketing plans to expand the questionnaire and sample pack promotion to other major markets throughout the country during 1980. They may eventually schedule it for the more than 100 Sunday newspapers with an unduplicated audience of over 30 million households, which regularly carry their coupon inserts.

The major objective of the JBM Sample Pack, according to Hemm, is to offer manufacturers of various food, drug and other household products an opportunity to deliver samples directly to those consumers who are most likely to use them. "It eliminates waste distribution in package goods sampling," he said. "Manufacturers are assured that their samples reach only consumers who use competitive products or other lines of the same product. They not only reach prospective new customers, but they skip consumers who are already using their product."

"It also allows for selectivity in singling out those who are interested, for instance, in dog food, cigarettes, denture products, etc."

Among the firms which are participating in the current JBM Sample Pack mailing are Bristol-Myers, Clairol, Combe Products, Dow Chemical, Drackett, General Foods, Gillette, RJR Foods and Vick Health Care.

money made available by manufacturers.

Wilcox said the place for newspapers to start educating department store organizations is with the retail buyers, who have access to co-op information from individual manufacturers but often don't understand it. The mass merchandise buyers would also be a likely place for newspapers to "shape up" those stores.

Leonard Alexander, advertising and sales promotion manager for Simplicity Lawn and Garden Equipment Company, told NACON members that his firm puts out a comprehensive marketing information manual which "usually collects dust" once it gets to the retailer. He called for a newspaper sales effort to get the information off the bookshelf and into ad planning.

Several manufacturers informed the NACON reps that broadcast sales



PROMOTION—Kenneth L. MacManis, advertising director, Bangor (Me.) *Daily New*, was promoted to director of marketing, a new position. He will be directly responsible for the advertising, circulation, and promotion and research departments. Wyman Rice, classified manager, was named advertising manager, and Ernest D. Golder, was promoted from assistant retail ad manager to classified manager. Other promotions include Wayne Lawton to assistant retail manager and William Cozens to assistant classified manager.

people, most notably radio sales people, are knocking on retailers doors prepared with sample co-op ad campaigns. "Here's what we'd like to do for you" is their message, and it appears to be working. Newspaper sales people were urged to follow suit and show up on cold sales calls armed with tangible ideas for helping the retailer use all the co-op that may be available from a particular source.

Newspapers still have the price advantage, according to many of the manufacturers. All that is needed for increased co-op revenues is increased cooperation between manufacturers and newspapers in the retailer and distributor education effort. As Alexander put it, "TV has priced itself out of the market" for Simplicity.

The manufacturers delivered individual presentations concerning their co-op programs during the morning sessions of the three-day NACON sales conference. Their presentations were aimed at providing newspaper co-op managers with necessary regional contacts with whom ad schedules could be planned. Several manufacturers even provided NACON members with comprehensive listings of regional reps on a nationwide basis.

Most of the manufacturers expressed a commitment to newspapers as the dominant co-op advertising medium, but cautioned NACON members that more intensive sales efforts must be mounted at the local retail/distributor level if the door-busting radio sales campaigns are to be held at bay.

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IAPA establishes 4 scholarships

The Inter American Press Association has established four new journalism scholarships honoring the memory of four U.S. editors and publishers. They were donated to the Fund by Donald W. Reynolds, president of the Donrey Media Group, through The Donald W. Reynolds Foundation, of Fort Smith, Arkansas.

Hugh Patterson, president of the Scholarship Fund and publisher of the *Arkansas Gazette*, Little Rock, said donation of the four scholarships, each for \$3,500, "is a moving expression of support for the IAPA's scholarship program, which over the last 25 years has awarded 261 scholarships to young journalists of North and Latin America. The program has contributed powerfully to raise the standards of international reporting and to greater inter-American understanding through the press of the continent.

"We were particularly gratified by Mr. Reynolds' wish that the scholarships honor the memory of four distinguished editors and publishers who in a lifetime of devotion to public service did so much to raise the standards of journalism."

Patterson said the new scholarships will be named after:

- Clarence F. Byrne, long-time editor of the *Southwest Times and Record*, of Fort Smith, Arkansas, the first newspaper in the Donrey group.

- A.T. Richardson, founder of the *Progress Bulletin*, of Pomona, California, the *Ontario Daily Report*, of Ontario, California, and a group of six weekly newspapers in California known as the Benita weeklies, acquired by Reynolds in 1967.

- Ward Mayborn, late editor and publisher of the *Temple Daily Telegram*, of Temple, Texas, father of the present publisher, Frank W. Mayborn.

- J.N. Heiskell, late editor of the *Arkansas Gazette*.

At least 12 new scholarship winners will be announced at the IAPA's annual meeting scheduled for San Diego, California, October 13 to 17.

Profiles on political candidates published

A new publishing company, Political Profiles Inc. has published a series of non-partisan profiles on the major presidential candidates.

The profiles follow the same format and are written by well-known political writers such as Hugh Sidey, *Time* magazine, David Broder, syndicated columnist, Tom Wicker, *New York Times*, Lou Cannon, syndicated writer, and Bob Shogan, *Los Angeles Times*.

Robert J. Guttman, publisher, is located at 1202 National Press Building, Washington, D.C.

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Knight-Ridder execs named to new posts

Ray Frazier, former director of production for Knight-Ridder Newspapers, Inc., was named president and general manager of the Lexington (Ky.) Herald-Leader Company.

Frazier replaces Phil deMontomollin who was promoted by Knight-Ridder to the position of president and chief executive officer of the Fort Wayne (In.) *News Sentinel*. Knight-Ridder announced the purchase of the Fort Wayne newspaper February 20.

The changes were among a series of appointments announced by Herald-Leader publisher Creed C. Black in Lexington.

- Herald-Leader advertising director Lewis Owens was appointed vicepresident of marketing and advertising sales.

- Herald-Leader production director Phil Eaton was appointed vicepresident and director of operations.

- John Carroll, editor of the *Lexington Herald*, and Steve Wilson, editor of the *Lexington Leader*, were each appointed vicepresident and editor.

- Controller Roger Hester was named treasurer and chief financial officer.

Frazier, 38, will assume his new duties in March, three months prior to the Herald-Leader's move to a new \$22 million production plant/office complex.

Associated with the newspaper industry for 21 years, Frazier has most recently been involved with manufacturing, construction, and data processing responsibilities for Knight-Ridder.

Foundation value put at \$6 million

A corporate charitable foundation operated by the *Hartford Courant* for the past 30 years has developed into one of the largest such foundations in Connecticut.

Assets of the foundation had consisted primarily of newspaper stock. With the sale last year of the newspaper to the Times-Mirror Company of Los Angeles, value of the foundation's assets more than doubled to \$6 million.

The foundation's trustees have elected Walter J. Connolly Jr., president of the Connecticut Bank & Trust Company, president; Edmund W. Downes, president of the newspaper, vicepresident; Richard H. King, the *Courant's* vice president, treasurer; and Mrs. Martha S. Newman, grant application evaluator, secretary.

(Mrs. Newman has been named to the first woman staff position in the foundation's history)

In other developments, the foundation has awarded grants totalling \$115,000 to five Connecticut organizations.

Birth control ad ban eased by publisher

A policy decision to ban birth control, planned parenthood and abortion clinic advertising (E&P, Jan. 26, 1980) has been modified by the *San Diego* (Calif.) *Union-Tribune*.

Richard Tullar, director of advertising, announced February 20 that the newspapers will now accept ads dealing with birth control and family planning but will continue to reject those pertaining to abortion.

The earlier ban, effective January 1, was justified by publisher Helen K. Copley on the basis that "advertising of controversial subjects of abortion, birth control, sterilization and similar matters (are) contrary to the concepts of a family-oriented newspaper."

The edict was praised by Pro-life organizations, but was denounced by the Planned Parenthood Association as a form of censorship. Editorial staff members of the papers petitioned Mrs. Copley to withdraw the ban.

Tullar said the modification followed an "ongoing review and analysis of all advertising," which confirmed the objection to abortion ads.

Basic ad layout book from Metro

Plus Business Guide to Effective Advertising, a basic "how to" book written especially for newspaper ad staffers and students who will be seeking employment in the field, is now available from Metro Associated Services, Inc. Written by George Weiss, Metro's planning director and editor of *Plus Business*, the book is liberally illustrated and provides the basic information staffers need to plan and execute effective layouts.

Currently the book consists of 18 "bite-sized" chapters, but a second printing planned for the fall of 1980 will double the size of the book. Additional chapters will cover basic typography, sources and use of co-op funds, basics of marketing as it relates to newspaper advertising and recommended methods of successfully selling newspaper advertising space.

All inquiries and requests for books should be directed to George Weiss c/o Metro Associated Services, Inc., 33 West 34th Street, New York, NY 10001. This is Metro's new headquarters. The firm has recently moved to new and larger quarters.

Agency switch

The Stroh Brewery Company of Detroit has moved its Stroh Light Beer account from Doyle Dane Bernbach to The Marschalk Company effective March 10.

Photo awards

(Continued from page 37)

Portrait/Personality: First, Richard Olsenius, Minneapolis Tribune; second, Michael Hayman, Flint (Mich.) Journal; third, John McDonnell, Washington Post; honorable mentions—Gail Folda, Lincoln (Neb.) Journal & Star; Josie Lundstrom, freelance; Jay B. Mather, Courier Journal & Times, Louisville.

Pictorial: First, John Moran, Gainesville Sun; second, Stewart Bowman, Courier-Journal & Times, Louisville; third, Bruce Crummy, The Forum, Fargo; honorable mentions—Gerald S. Williams, Philadelphia Inquirer and Charles Cherney, Arlington Heights (Ill.) Daily Herald.

Editorial Illustration: First, J. Patrick Downs, Ocean-side (Calif.) Blade-Tribune; second, John Danicic, Jr.,

Sioux Falls (S.D.) Argus Leader; third, Steve Silk, New Haven (Conn.) Journal-Courier.

Food Illustration: First, Nick Kelsh, Columbia (Mo.) Daily Tribune; second, Scott Braucher, Arizona Daily Star, Tucson; third, Gary S. Chapman, Fort Myers (Fla.) News-Press.

News Picture Story: First, Norman A. Sylvia, Providence (R.I.) Journal; second, Charlie Nye, Eugene (Ore.) Register-Guard; third, Steve Campbell, San Antonio Express-News; honorable mentions—Charles Robinson, Associated Press; Tom Kasser, San Bernardino (Calif.) Sun; Philip B. Stewart, Running Times magazine.

Feature Picture Story: First, John W. McDonough, Los Angeles Times/San Diego; second, Bob Modersohn, Des Moines Register; third, Carla Hotvedt Horne, Gainesville (Fla.) Sun; honorable mentions—Matt McVay, Seattle Times, and Dan Dry, Courier Journal & Times, Louisville.

Sports Picture Story: First, Phil Mascione, Chicago Tribune; second, L. Roger Turner, Wisconsin State Journal, Madison; third, Cary W. Tolman, Seattle Post-Intelligencer; honorable mentions—Mark Foley, Associated Press; Eric Lars Bakke, Topeka Capital-Journal, and Alison Wachstein, freelance.

JOURNALISM AWARD



WINNERS of the annual journalism contest conducted by the Professional Basketball Writers' Association of America receive checks from Bob Kurland, left, a divisional executive with Phillips Petroleum Company, at the PBWAA annual meeting in Washington, D.C.

They also were awarded typewriters and plaques in the pro basketball contest sponsored by Phillips.

Winning in the investigative reporting category was Tracy Dodds, second from left, of the Milwaukee Journal, while

Paul Attner of the Washington Post, right, captured top honors for the best news story. Derrick Jackson, second from right, of Newsday won for the best feature written in professional basketball. In the center is Steve Hershey of the Washington Star, a winner last year.

Two other contest winners were John Schulan of the Chicago Sun-Times for an outstanding column and Jim Cohen, assistant sports editor of the Milwaukee Journal, a co-winner with Tracy Dodds.

News enterprise award renamed

The Kansas News Enterprise Award, given by the William Allen White Foundation to recognize enterprising news writing by Kansas journalists, has been renamed in honor of the late Burton W. Marvin, the foundation's first director, who died March 8, 1979.

The Kansas News Enterprise Award was given for the past seven years to "Kansas newsmen who show enterprise in developing and writing signifi-

cant news stories." This year's winners, announced at the luncheon, are Julie Charlip and Bill Hirschman of the Wichita Eagle and Beacon.

Del Brinkman, dean of the KU William Allen White School of Journalism and director of the White Foundation, said a memorial fund also had been established in Marvin's name with the KU Endowment Association. The fund will help support the administrative expenses associated with the award and other activities of the foundation and the Journalism School.

Two reporters win Capt. Wright awards

A reporter for the Los Angeles Times and a freelance writer from St. Louis are the recipients of this year's Capt. Donald T. Wright awards, according to John Regnell, chairman of the department of mass communications at Southern Illinois University of Edwardsville.

One of the awards will go to Barbara Perry Lawton of St. Louis for her articles on the Port of St. Louis published in a special issue of St. Louis Commerce magazine during March 1979. The winning articles include "Port of Metropolitan St. Louis: Midwest's Gateway to the World" and "Drydocks to Diesel Fuel: A Full-Service Port."

The other award will be given to Larry Green, staff reporter for the Los Angeles Times, for a series of articles on rivermen and "the people along the banks," published in the Times during November and December 1978. The series included articles titled "The Rivers—Lifeblood of U.S. Farming" and "Life on the Mississippi Runs Slowly."

Each year, the awards are given in recognition of distinguished writing on maritime journalism which contributes significantly to better understanding of U.S. inland and intracoastal waterways, Regnell said.

Dailies settle suit with raped carriers

The Register and Tribune Co. in Des Moines, Iowa and its liability insurance carrier, Employers Mutual Companies, have agreed to pay \$175,000 to a mother and her daughter who were sexually attacked while delivering the Register on a Sunday morning in 1976.

The suit originally asked \$4.5 million and charged the newspapers were negligent in not warning the pair that girls had been attacked on the two previous Sunday mornings while making newspaper deliveries. The man was convicted of attacking the girl and her mother.

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Campaign managers rap political news coverage

By Bill Kirtz

While top political journalists complained that presidential candidates duck the issues, campaign managers replied that the press is more interested in snappy paragraphs than in substantive reporting.

Los Angeles Times national correspondent Robert Scheer, during a three-day conference sponsored by his paper and Harvard's Institute of Politics, claimed that "issues are something that candidates just throw out there" and that "running after people" to get their serious views on major problems is a waste of time.

The press may indeed be bored and cynical—as many during the roundtable discussions maintained—but that, according to Scheer, is because candidates simply "play with issues." He agreed with the often-voiced view that reporters concentrate on campaign tactics and sometimes neglect the substance.

Tim Kraft, national campaign manager for the Carter/Mondale presidential committee, told Scheer (who uncovered the "lust" in Carter's "heart" during the 1976 presidential campaign) that there is a good reason why White House contenders shy away from the media.

Reporters, Kraft said, "would rather ask sharp questions about a personality to give them the lead" than to probe the issues. "There's an adversary relationship between the press and the campaign," he stated. "With the first slip of the tongue or ill-chosen word, you will do your damndest to nail him to the wall."

But *Des Moines Register* executive editor James Gannon, active in arranging debates between presidential contenders before the Iowa caucuses last month, said the press "can't manufacture or generate issues that the candidates don't want to talk about."

Scheer, *Philadelphia Inquirer* metropolitan editor James M. Naughton and *Newsweek* chief political correspondent James Doyle think the press ought to be doing a better job clarifying the issues for the voters.

"We ought to be more self-critical," said Scheer. "Are we increasing the amount of 'hype' or are we helping clarify the issues?" Naughton rapped what he called "horse race" coverage, increasing attention to the mechanics instead of the substance of a campaign and what he sees as a failure to separate a candidate's real merits or demerits from his "packaging." Doyle said that although print does a better job than the electronic media, the press doesn't

adequately integrate campaign coverage with issues coverage.

Doyle sees too much attention placed on polls, which he called a "blurred snapshot" of past attitudes. "We've used them for more than they are—which is a news story for that day." He also criticized "who won?/who lost?" reporting after each primary or caucus. "Who's first," Doyle said, "is a media phenomenon. We decide who's going to win the race."

Washington Post columnist Haynes Johnson shared pollsters' and campaign managers' views that the public votes on general perception of a candidate's character and fitness for the presidency, not on his precise stand on an issue. "We're not doing a very good job of covering the issues, or even of delineating character, which is more important," Johnson said.

Agreeing with others that press coverage today is more thoughtful and thorough than in campaigns past, Johnson sees one problem in the race's increasing length. With 36 primaries, he said, "people get weary. Reporters spend too long on the campaign trail."

Campaign managers defended themselves against charges of simplifying the issues by saying that that's the only way they can get press attention. Senator Edward Kennedy's delegate selection chief, Richard G. Stearns, said the growing number of primaries has so boosted campaign costs that free press space must be grabbed in any way possible. "We're technicians," he said, referring to staged "media events," but "that's the system they give us to operate with."

Republican campaign consultant F. Clifton White asserted that reporters in primary states can themselves decide what the issues are by polling voters after they come out of the booths. One advantage of the caucus system, said the former Barry Goldwater strategist, is that "it's more difficult for the media to interview thousands of people" in such a way.

Thomas Quinn, campaign manager for California Governor Edmund G. Brown, Jr., admitted his candidate's 1978 reelection bid was covered as a "psycho-drama" about how Brown would handle the wave of support for Proposition 13 budget slices. "The media has a very difficult time covering politics," said Quinn, calling it more attuned to stunts than to substance. "Manipulation of the press, particularly television, is possible," he said.

Two leading political consultants, John D. Deardourff and John P. Martilla, criticized the press for focusing on tac-

tics more than issues. Deardourff, now working on Tennessee Senator Howard Baker's Republican presidential campaign, said reporters should scrap "strategy stories" on why a candidate said something and give more space to just what was said.

Martilla said "serious efforts to present stands on issues without media 'hype' get no coverage." Earlier, Kraft had complained that reporters had watched game shows on television instead of sitting in on long issue-oriented discussions they deemed "dull."

New York Times political reporter Adam Clymer shared the general view that active campaigners get tougher media treatment than the incumbent. He sees a "tremendous failure of the networks to figure out any way to cope with one candidate being 'Presidential' while another is out campaigning."

Senator Kennedy is being covered with "jabs," Clymer asserted, chiding CBS for stressing Kennedy's use of a teleprompter while that network's evening news anchor Walter Cronkite "uses one himself."

During a discussion of the requirements that the electronic media give equal time to all candidates—a requirement NBC News President William J. Small said violates First Amendment free speech guarantees—Clymer said he would trust the networks to give fair coverage without that requirement but that a smaller, individual station might slant the news without the equal time rule.

Universal processor

Compugraphic has announced a new universal/RC Processor labelled the PermaKwik. The processor will handle RC paper as well as Compugraphic's PermaGraphic Paper and PermaGraphic Film. The unit is designed for in-plant users and does not require plumbing.

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United Media inaugurates new agency

United Media Enterprises, parent company of United Feature Syndicate and Newspaper Enterprise Association, has announced establishment of Independent News Alliance with the new agency's first releases to clients scheduled for March 3.

The Independent News Alliance will include the INA Daily Report, an average of two to four articles each day by major authors, experts, newsmakers, and feature journalists; and INA Weekend Report, a weekly series written on assignment or an excerpted serial from a major book. Both reports will include graphics.

Robert Roy Metz, president of United Media, said of the new service, "INA is designed for the '80s. Newsprint is scarce, local news demands and gets more coverage (and rightfully so), and there is shrinking space for supplemental news and features. We decided to tailor a service to that shrinking space. What we do, we'll do well. We'll be offering select, quality articles, the kind that are hard not to use."

Metz has named Sidney Goldberg as

executive editor of INA. Goldberg is also vice president of United Feature Syndicate and Newspaper Enterprise Association. The news editor is Sheldon Engelmayer, formerly editor of North American Newspaper Alliance. That service was terminated recently (E&P, Feb. 23).

Named marketing manager is Irwin J. Breslauer, UFS product manager for text features, and John Lane, UME art director, will supervise all INA graphics.

David Hendin, vice president and editorial director of UFS and NEA, noted that the full resources of the editorial staffs will be available to INA for acquisition and development of material.

Goldberg said that INA will not include regular columns or frequently recurring bylines. "We'll be supplying magazine-quality writing on a daily basis, and we won't allow the service to become routinized. We have commitments from major writers for many weeks ahead, and their articles should delight newspaper readers."

Copy will be distributed by high speed UPI DataNews and AP DataFeatures and also will be available by mail.

Graphics will be mailed.

INA has been sold to newspapers in major markets in North America, including the *Chicago Tribune*, *Los Angeles Times*, *Washington Star*, *New York Post*, *Boston Globe*, *Miami Herald*, *San Francisco Chronicle*, and *Detroit News*.

Also: *Philadelphia Inquirer*, *Richmond (Va.) Times-Dispatch*, *Cleveland Plain Dealer*, *St. Louis Globe-Democrat*, *Dallas News*, *Houston Chronicle*, *Seattle Times*, *Baltimore News-American*.

Buffalo Evening News, *Knoxville Journal*, *Minneapolis Star*, *Oklahoma City Oklahoman*, *Pittsburgh Press*, *San Jose (Calif.) Mercury*, *Tampa Tribune*, *Trenton (N.J.) Trentonian*, *Tulsa World*, *Vancouver (Wash.) Columbian*, *Arkansas Gazette*, *Little Rock*; *Phoenix Gazette*, *Florida Times-Union*, *Jacksonville*; *Indianapolis Star*.

Dayton (Ohio) Daily News, *San Antonio Express*, *Newark (N.J.) Star-Ledger*, *Birmingham (Ala.) Post-Herald*, *Rocky Mountain News*, *Hartford (Conn.) Courant*, *San Diego Tribune*, *Salt Lake City Deseret News*, *Colorado Springs Gazette-Telegraph*, *San Francisco Examiner* (INA Weekend Report).

Middletown (N.Y.) Record; *Norwich (Conn.) Bulletin*; *Moline (Ill.) Dispatch*; *Geneva (N.Y.) Finger Lakes Times*.

Canadian charter subscribers include *Montreal Gazette*, *Toronto Sun*, and *Winnipeg Tribune*.

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Borgman on the Olympics

A 26-year-old editorial cartoonist is the newest addition to King Features' talent roster. He is Jim Borgman of the *Cincinnati Enquirer*.

Cincinnati is the young artist's home town and he is a graduate of Kenyon College in Gambier, Ohio, where he was a fine arts major and on the honors program in drawing and print making.

And following closely on college honors (Phi Beta Kappa in his junior year, summa cum laude on graduation and the 1976 art prize for outstanding art student), Borgman won the top editorial cartooning prize last April in the 47th annual Sigma Delta Chi Awards.

Borgman's charter subscribers in syndication include the *Washington Post*, *Boston Globe*, *Chicago Tribune*, *San Francisco Examiner*, *Philadelphia Bulletin*, *Los Angeles Herald Examiner*, and *Dallas Times Herald*.

King editor Allan Prialux says that editors have always had a keen ability to spot top editorial cartoonists and they see a winner in Borgman. "He doesn't draw like anyone else. He doesn't take a rigid partyline. His ideas are fresh. He's young and he's very well schooled."

The cartoonist says of his early success, "I'm surprised, but I'd be lying if I said I wasn't also delighted."

* * *

The Most Syndicate in Vista, Califor-

nia, has launched a new weekly column, "Dear Teacher . . ." by Sara Franklin. Director Stanley Moss says that there is a good chance the frequency of the column will be stepped-up.

Sara Franklin is the pseudonym for a teacher presently under contract to the Los Angeles Unified School System. She has taught in various Los Angeles schools for more than 15 years and earlier in San Diego and Richmond.

* * *

Bob Bowie of the *Denver Post* sports staff has been doing a weekly puzzle feature, "Food Fun," for the newspaper's food section since January of 1975 and has attracted a wide following among Post readers.

The format resembles a cross-word puzzle, but readers are given a list of certain letters of the alphabet from which they make their own food-related words. The challenge is to fill the provided spaces in the diagram with their words before comparing them to an accompanying list.

Bowie terms reader reaction about equally divided, with some fans saying the puzzle is too difficult and others saying they like the challenge of creating their own words.

"Food Fun" also appears in the *Florida Times-Union*, Jacksonville, and the *Jackson (Mich.) Citizen Patriot*.

Inter-Continental Press Syndicate took over syndication of the puzzle last year.

* * *

Hugh Sidey, Washington contributing editor for *Time* magazine who writes "The Presidency" column, has begun a Sunday newspaper column for Universal Press Syndicate.

Asked about the difference between his *Time* column and the new column Sidey said, "The only difference, I have



Hugh Sidey

the luxury of a few more words; that relaxes you and is a little richer, a little deeper than the magazine piece."

The newsman is now covering his sixth president, Jimmy Carter. He has co-authored or written books on three presidents.

The newspaper column is a continuation of his 23 years reporting on Washington—the power and the people.

A native of Iowa and a graduate of Iowa State University, Sidey worked on several newspapers in his home state before joining *Life* magazine in 1955. He moved to *Time* in 1958.

The newspaper column has been "an instant success," according to John McMeel, UPS president. Early subscribers include the *Miami Herald*, *St. Petersburg Times*, *Chicago Sun Times*, *Boston Globe*, *Detroit News*, *Houston Post*, *Philadelphia Inquirer*, *San Francisco Chronicle*, *San Diego Union*, *New Orleans Times Picayune*, *St. Paul Pioneer Press*, *Cincinnati Enquirer* and *Buffalo Evening News*.

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Inventory

(Continued from page 11)

though many of these features rely heavily on syndicated material, 28% of all dailies include at least some local materials as well."

Among other major findings of the 1979 inventory were:

Nearly 3/4 of newspapers with circulations of 100,000 or more offer zoned weekday editions to advertisers as do 59% of those with circulations between 50,000 and 100,000.

Wednesday is the heaviest weekday for food advertising in newspapers of all sizes. Overall, 68% of the papers reported that Wednesday is their best food day. Thursday is also a strong food ad day, especially in larger newspapers. Among papers with circulation exceeding 100,000, 31% report Thursday is best food day. In the 50,000 to 100,000 group, 30% named Thursday as best food day.

Thursday (47%) and Wednesday (46%) are the heaviest weekdays for department store and general merchandise advertising.

In a sister study of Sunday/weekend newspapers' editorial content, the bureau found that the typical newspaper in the sample carries five or more physically separate sections. The number of

separate sections, the study found, tends to increase with circulation.

The NAB study found the most frequently published separate sections in Sunday/weekend editions are main news (96%); second news (63%); sports (79%); comics (79%); and one or more magazine supplements (74%). Among other frequently published separate sections are leisure, entertainment (46%); food and/or home (42%); real estate (40%); business/finance (30%); and employment (31%).

The bureau found that 64% of all Sunday/weekend newspapers published in the U.S. carry theatre features or columns. Among those newspapers with over 100,000 circulation, that percentage jumps to 95%. Some 67% of papers with 25,000 to 99,000 circulation carry theatre features as do 47% of papers with less than 25,000 circulation.

Further analysis of the under 25,000 circulation category showed that 31% of that group carry farm and ranch columns while only 23% of those papers with over 100,000 circulation ran similar features.

The study also found that 87% of the Sunday/weekend editions responding use ROP color editorially. Within the three circulation size groups analyzed, the overall figure ranges only from 84% to 91%, but 33% of the newspapers with circulations of 25,000 or more make editorial use of full color as compared with only 11% of the papers under

They get it at home

The Newspaper Advertising Bureau's 1979 Survey of Editorial Content shows that the typical daily newspaper published in the U.S. home-delivers 87% of its weekday circulation.

Only 9% of newspapers, representing 8% of total circulation, home-deliver less than 60% of their circulation. Four out of 10 (39%) home deliver 90% or more.

About eight of 10 Sunday/weekend newspapers responding to the survey indicate that at least 70% of their total circulation is home-delivered. Overall, the median proportion is 86%.

25,000.

Concerning Sunday/weekend content, the study states:

"Although the mix of features varies from one publication to another, American newspapers offer their weekend readers great variety in content. Of the 52 features asked about, nine are carried by at least three fourths of all the Sunday/weekend editions in this survey. These are: Spectator Sports (96%); Comics (95%); TV Log (91%); Participant Sports (89%); Society (88%); Astrology (85%); Games and Puzzles (79%); Business, Finance (78%); and Personal Advice (76%).

PERCENTAGE OF NEWSPAPERS CARRYING LISTED FEATURES OR COLUMNS ONCE A WEEK OR MORE OFTEN

(by Circulation)

Total 100,000 & Over 50,000-99,999 25,000-49,999 10,000-24,999 Under 10,000

	Total	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Advice on personal finance	42%	79%	67%	63%	41%	25%
Astrology	78	87	95	90	82	68
Automotive	18	30	31	29	14	12
Backgammon	2	3	5	4	3	1
Beauty	36	61	51	41	32	29
Best food buys	50	84	64	57	47	30
Books	33	33	29	32	35	33
Bridge	57	85	85	80	62	37
Business, financial	66	98	90	85	68	49
Career advice	15	30	34	18	14	9
Chess	4	12	7	7	3	2
Child care	17	28	29	23	15	12
College	16	16	18	22	19	12
Consumer action or "Hot Line"	28	65	55	36	25	15
Environment, ecology	16	28	24	18	15	11
Etiquette	13	27	28	14	11	8
Farm and ranch	40	24	28	32	41	47
Fashion, men	26%	50%	47%	32%	22%	20%
Fashion, women	41	68	61	46	39	33
Fashion, teenage	27	37	42	33	26	21
Games and puzzles	75	88	90	80	74	69
Gardening	43	50	48	49	45	36
Health and medical	66	87	89	81	65	54
Home building, repair	29	34	39	33	33	23
Home furnishings, decorating	28	46	42	35	25	22

Movie reviews	46	88	74	57	45	32
Movie timetable	50	75	63	54	53	41
Music, records, tapes	37	65	57	45	39	25
Outdoors: camping, fishing, etc.	47	75	66	55	44	39
Personal advice	74	87	89	81	76	66
Pets	14	17	20	23	13	11
Photography	9	19	13	12	10	6
Radio log	22	65	46	29	18	10
Recipes	78	97	93	88	77	70
Religion	58	25	40	38	62	72
Retirement, Social Security	33	43	41	32	37	28
School news (grade, high)	61%	37%	54%	59%	60%	69%
Science	14	37	23	17	14	8
Security and commodity quotations	56	92	84	74	57	37
Sewing patterns	50	74	70	68	59	31
Society	85	73	82	84	87	87
Sports (spectator)	92	99	99	96	93	88
Sports (participant)	86	90	94	89	86	83
Stamps, coins	8	8	10	12	12	4
Teenage	24	30	30	28	31	17
TV reviews	61	88	79	64	63	52
TV log	85	97	99	86	86	81
Theatre	54	88	74	62	58	39
Travel and resort	18	23	24	22	20	14
Weather map	63	94	94	85	74	37
Wine	15	47	29	10	10	4

Base: Newspapers responding=100%

(Total line has been weighted to reflect national distribution of circulation size groups.)

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Successful publisher who has other part time interests desires to sell at least 10% (up to 20%) of his excellent weekly to a working partner; exclusive in city over 7000; \$275,000 gross with no job or retail; 10% for \$35,000 cash. Complete personal information is a must.

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ANNOUNCEMENTS

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Gross \$320,000, \$54,000 cash flow plus depreciation, 2-unit web press, video terminals, exclusive. Excellent opportunity as seller seeks individual to live in community. Price \$400,000 includes \$35,000 building, ONLY \$40,000 down payment, assume notes, 10-12 years. Please state qualifications in response.

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Add \$3 per insertion for box service and count as an additional line in copy.

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PHOTOTYPESETTING

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Press No. 2266 and 2267

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2 Half decks

22 3/4" cutoff

90° Plate stagger

Tension plate pickup

Under-folder leads

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EFFECTIVE DATE: Fall Quarter, 1980

RESPONSIBILITIES: Advisor to University

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QUALIFICATIONS: Ph.D. required; teach-

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SALARY: Depends upon academic and

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INQUIRIES and/or nominations concern-

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JOURNALISM and Telecommunication Department Head—Senior tenure-track position in rapidly expanding department. Ph.D. or exemplary media experience required. Serve as head and be responsible for planning and facilitating the growth of the department. Must be able to work with state and regional professional associations. Salary commensurate and commensurate with the position. Teaching required in some combination of law, theory/methods, public relations, or advertising. Start in Fall 1980. Send complete resume to: Dr. Jay Ravage, Head of Search Committee, Department of Journalism and Telecommunication, University of Wyoming, Box 3904, University Station, Laramie WY 82071. The University of Wyoming is an equal opportunity/affirmative action employer.

PUBLIC RELATIONS TEACHER

Practitioner-in-Residence for public relations sequence in progressive, developing university department of journalism. Grant position requires broad knowledge of all aspects of corporate public relations, including media relations, and some teaching experience at college level or in management and/or professional development institutes or seminars. Ph.D. preferred. MA/MS required; APR highly desirable. Minimum \$24,000 for nine months. Higher salary and rank dependent on qualifications to teach courses in mass media and public relations. Department has 155 students, study the chapters of SPJ/DX, PRSSA and Florida Public Relations Association. Florida A&M University, an historically black institution, is an equal opportunity/equal access institution. Address letter with resume and supporting materials, including references, to Robert M. Ruggles, Department of Journalism, PO Box 14, Florida A&M University, Tallahassee, FL 32307, by April 14, 1980.

ASSISTANT/ASSOCIATE PROFESSOR OF JOURNALISM—Tenure earning position requires earned doctorate in appropriate field, plus five years university teaching within the area of journalism. Will teach law, theory, opinion, social impact and comparative systems. Research activity expected. Application Deadline: March 31, 1980. Contact Professor James Couch, Communications Program, Florida International University, North Miami Beach FL 33181. FIU is an Equal Opportunity/Affirmative Action Employer and a member of the State University System of Florida.

MISSOURI FACULTY OPENINGS

Job changes and reassignments are creating faculty positions at the Missouri School of Journalism which require persons, including women and minorities, with significant experience in journalism. Advanced degree desirable but opportunity exists for new faculty members to work toward such degrees. Two positions require experience on city desks: two others require life-style, one sports, one investigative reporting, one magazine writing. Send resume to Professor Dale Spencer, Box 838, Columbia MO 65205. Equal Opportunity Employer.

JOURNALISM

Assistant professor/instructor: tenure track position to begin September 1980, pending funding. To teach variety of Journalism courses in news/editorial, or Public Relations. Good mix of appropriate terminal degree, academic and professional experience. Preference given to those with solid professional experience and basic news writing skills. Equal opportunity/Affirmative action employer. Send resume, references and examples of professional work to Ron Rabin, Chairman, Journalism, Broadcasting and Speech, Buffalo State College, 1300 Elmwood, Buffalo NY 14222 by March 15, 1980.

HELP WANTED

ADMINISTRATIVE

GENERAL MANAGER for web offset newspaper insert plant in Zone 8. Management and experienced sales background a must. Box 32521, Editor & Publisher.

GENERAL MANAGEMENT

Publisher and chief operating officer. Our client seeks results-oriented individual to handle operations for daily newspaper. Significant, successful management skills required complemented by a wide range of well developed newspaper skills. Compensation to \$45,000 plus excellent perquisites. Our retainer paid by management as well as all relocation expenses to the Rocky Mountains area. For confidential consideration for this position contact:

McKirchey & Co.
Personnel & Management Consultants
Suite 205, Georgian Square
1035 Lincoln Rd
Bettendorf IA 52722
(319) 359-3483

ASSISTANT PUBLISHER—Heavy retail sales experience/business background. Run Fort Lauderdale entertainment magazine, \$300 per week. Send resume and letter to Good Times, 1400 E. Oakland Park Blvd, Ft Lauderdale FL 33334. Interview necessary.

GENERAL MANAGER for large, central Kansas weekly prize winning, quality newspaper in college town. Applicant should know community journalism. Good salary, commission. Replies strictly confidential. Write Box 32494, Editor & Publisher.

GENERAL MANAGER—Sales oriented. Competitive Florida market. Daily plus shopper. Opportunity for growth with multi-state group. Replies held in strict confidence. Send complete resume to Box 32484, Editor & Publisher.

SELECT, SOUTHEASTERN CITY newspapers seeks an experienced General Manager for its daily and Sunday. Circulation under 20,000. Historic, beautiful, ideal living, this community offers ample opportunity for greater growth and development of the newspaper serving it. One of our most complete resumes from experienced general manager or top executive. Mail to Robert John, Consultant, RR 1, Box 227-B, Brookneal VA 25428, or call (804) 376-3021.

GENERAL MANAGER—11 year old Long Island entertainment magazine. 5 years experience, heavy knowledge sales, finance, production, editorial. Detail person, organized and aggressive. Oversee 35 employees in 2 states, help launch new magazines. Looking for \$1 million gross in 1980. Benefits: \$25,000 per year salary, bonuses, 3 weeks vacation, health insurance. Resume: Good Times, 230 Arlington Cir, East Hills NY 11548.

IN THE TAX FREE Cayman Islands (B.W.I.), advertising space sales, marketing and PR position. If you have sold lots of advertising space and prepared full campaigns be it for a deli, a bank, a boutique or whatever, have some marketing and public relations experience, can write copy and do rough layouts, have knowledge of production requirements . . . if you are all of these then there is a challenging position in the Cayman Islands we would like to discuss with you . . . seriously! Rush your resume to The President, The Northwest Co. (Publishers), 3900 NW 79 Av, Ste 216, Miami FL 33166.

BUSINESS-ADVERTISING MANAGER to assist editor of a lively Catholic weekly in coastal New England. We are looking for an energetic person to assume responsibility for all non-editorial operations. Please include salary history with response. Write Bob Baldwin, The Providence Visitor, 184 Broad St, Providence RI 02903.

To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, to Editor & Publisher, 575 Lexington Ave., New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad, include only material which can be forwarded in a large manila envelope. Editor & Publisher is not responsible for the return of any material submitted to its advertisers.

HELP WANTED

ADMINISTRATIVE

INDUSTRIAL RELATIONS MANAGER

for
5 Daily Group in Northeast
Must be experienced in and be able to deal effectively with negotiations as well as to carry out management objectives. Excellent salary and company benefits. Write Box 32479, Editor & Publisher, with complete resume and date available.

HELP WANTED

ADVERTISING

GENERAL MANAGER—Weekly newspaper, 14,000 circulation, staff of 24, in way above average community and expanding market, needs take-charge General Manager, good with office procedures, figures and people. Attractive salary, insurance, stock-option plan, pleasant conditions. Send complete resume to Doug Morris, 10327 Coggins Dr. Sun City AZ 85351, or call (602) 972-6101.

MANAGEMENT POSITIONS

ADVERTISING

MARKETING DIR. To \$35,000

For 30,000 daily located in the east and part of a major newspaper chain. Report to publisher, supervise a staff of 30 in this non-union property. Responsible for advertising, circulation, and promotion/research. Degree required, advanced Business degree desirable.

AD DIRECTOR To \$30,000

For a group of weeklies located in the western United States. Report to general manager, will supervise a staff of twenty through three managers. Must have background in weekly/suburban operations. Degree required, preferably in Marketing. Must be strong manager and good trainer.

AD DIRECTOR To \$27,000

For medium size property located in the Sun Belt. Will report to general manager, supervise a staff of thirty. Must be people person and strong manager. Must know how to function in competitive marketplace. Salary as shown above plus bonus.

CAM To \$20,000

For 30,000 daily located in the eastern United States. Extremely competitive marketplace and should have prior experience in this kind of market. Must be strong ad-

ministrator with prior experience in classified management. Degree preferred.

CIRCULATION

CIRC. DIR. To \$25,000

Will serve as circulation director for two properties in the Midwest. Combined circulation is 30,000. Will supervise two circulation managers and their staffs. Compete with major dailies and must have experience in a competitive marketplace.

CIRC. SALES MNGR To \$25,000

Report to general manager of this 30,000 daily plus weeklies located in the Midwest. Company is part of progressive newspaper chain. Degree required and must be strong administrator and promotion experience is highly desirable.

MOTOR ROUTE SUPV. To \$20,000

100,000 daily located in the eastern United States. Must have similar background in a union shop as drivers are all unionized-Teamsters.

CIRC. SALES MNGR. To \$19,000

100,000 daily located in the Southwest. Report to the circulation manager. Salary as shown above plus bonus and company car. Will be responsible for all sales and promotion activities of the circulation department. Degree required.

**GORDON
WAHLS**
Executive Search

Send resume or contact
Patrick J. Quinn, Jr.

215-565-0800

P.O. Box 905, 610 E. Baltimore Pike, Media, Pa. 19063

LABOR RELATIONS MANAGER

Progressive newspaper publishing company with associated printing and broadcast properties is seeking a labor relations manager to assist the corporate vice president in negotiations with 8 craft and service unions. Ideal candidate will have 3 to 5 years experience in the labor relations field preferably in the printing and publishing industry. A degree in Industrial Relations preferred. Working knowledge of labor and wage/hour laws a must.

Responsibilities will include thorough preparation for contract negotiations, grievances and arbitration. Accuracy in developing up-to-date industry-wide comparisons of wage and benefit package is a must.

Successful candidate will be a person who can relate well to an environment where good labor relations have existed over many years. Salary open. An equal opportunity employer. Write Box 32620, Editor & Publisher.

HELP WANTED

ADMINISTRATIVE

STAFF CONSULTANT

International engineering/construction firm seeks professional capable of making an immediate contribution to solving client facility expansion problems. Positions are with our Midwest-based headquarters staff, providing technical support to the company's diversified engineering offices.

The candidate should have extensive experience in newspapers from an operations standpoint. An engineering background is desirable, though not essential. Working with the client and our own personnel, the candidate will make economic evaluations of printing facilities, analyze and size space requirements, and select equipment. Replies held in strictest confidence. Send resume to Box 32588, Editor & Publisher.

ADVERTISING

FAST GROWING suburban weekly in California, looking for strong, enthusiastic individual with some experience in advertising. Salary - high commission, mileage. Immediate opening. Reply Foster City Progress, PO Box 4040, Foster City, CA 94404, Attn: Sharry Han, Ad Manager.

DISPLAY MANAGER

Medium size, ABC daily publication, Zone 5, is looking for a display manager to work with and direct a well trained staff. High 20s, excellent benefits, good advancement opportunities and a terrific product to sell! Send resume to Box 32552, Editor & Publisher.

ADVERTISING DIRECTOR

We seek a conscientious advertising director who can manage change and has a proven ability to succeed with nontraditional methods and ideas. This high growth Rocky Mountain daily is applying new and successful marketing strategies and needs someone who will take us beyond traditional norms of performance. Our high calibre ad staff is organized in an innovative fashion and requires strong leadership. We are committed to excellence and expect nothing less. Box 32427, Editor & Publisher.

ADVERTISING DIRECTOR

Zone 3 daily and Sunday newspaper is seeking an individual who is strong in sales, marketing and motivated to head up its advertising department. They should have experience in both retail and classified advertising, promotions, recruitment, training, budgets and MBO. This position will be open April 1, 1980. This is an excellent opportunity for the right person. If interested, write and tell us why, along with resume and salary requirements to Box 32560, Editor & Publisher.

BUSINESS JOURNAL OPENINGS IN SAN DIEGO

We are now interviewing for advertising sales and editorial staff positions in San Diego. Cordovan will start a local, weekly business journal there in June and we have excellent career positions open in the administrative, editorial and advertising space sales areas. This will be Cordovan's seventh business journal in a major market and it offers both challenge and good compensation to the publishing professional. For information and specifics call Mike Weingart, Jay Hagins or Bob Gray in Houston, (713) 688-8811, or send resumes in confidence to Cordovan Recruiting, 5314 Bingle Rd, Houston TX 77092.

HELP WANTED

ADVERTISING

ADVERTISING REP.—We seek enthusiastic, ambitious salesperson for Midwest daily/shopper. Excellent career opportunity in fast growing market. Salary plus commission. Reply to Jefferson County Newspapers, PO Box 309, Festus MO 63028, Attn: Barry Moore, Ad Director. (314) 937-9811.

SUNBELT SUBURBAN group of ABC/free weeklies seeks professional with suburban advertising experience to manage, enlarge present ad staff of 4 entering period of rapid growth. Zone 6. Send resume to Box 32646, Editor & Publisher.

BI-WEEKLY Long Island entertainment magazine, 11 years old, seeks sales manager with 3 years experience. Duties: coordinate 6 top salespeople, sell key retail accounts, oversee trainee program. Benefits: \$23,000 per year salary plus overrides. 2 weeks vacation, health insurance. 1979 billings \$750,000, goal \$1 million. Resume: Good Times, 230 Arlington Cir, East Hills NY 11548.

MOVE UP to the mountains! Newspaper ad sales positions now open in scenic Montana and Wyoming cities. Send resume to Bill Sniffin, Box J, Lander WY 82520.

ADVERTISING SALES MANAGER

Advertising Sales Manager for eastern Massachusetts weekly newspaper chain. Unlimited opportunity for person who can manage 10-person staff and produce results. Seeking self starter who is not afraid to put in long hours and hard work. Excellent salary and commission plan. A real opportunity for a creative person with unlimited drive and ambition. Write Box 32624, Editor & Publisher.

ADVERTISING SALES DIRECTOR

We are western New York's leading daily newspaper, the 29th largest in the nation. The individual we are seeking will be responsible for all divisions of display and classified advertising. Publishing daily and Sunday, we are building on a sound circulation and advertising base—and are looking for someone to further develop a good staff and innovative sales plans for the future. Proven managerial and marketing experience, including project organization and motivation of sales personnel, is essential. Background in retail, general and classified is important. Excellent pay, fringes and working conditions. All replies treated as confidential. Send resume and salary requirements to Richard K. Feather, Vice President, Buffalo Evening News, 1 News Plaza, Buffalo NY 14240, or call (716) 849-4535.

AGGRESSIVE ad manager needed for 3-newsper group. Supervise and train staff as well as sell in competitive area. Capable of taking over as general manager. Salary plus bonus. Call Ed Freeman, (314) 583-2545.

ADVERTISING SALESPERSON needed immediately by award winning community newspaper in Wyoming. Growth area within easy access of national forest, wilderness and recreation areas. Excellent opportunity for advancement within our group of Western-based papers. Send resume to Karl Bechtold, PO Box 592, Green River WY or call (307) 875-3105.

CIRCULATION

CREW SALES

Large Zone 2 AM and Sunday seeks experienced person to set up crews. Should be capable of selling 500 or more per week. Box 32398, Editor & Publisher.

ASSISTANT CIRCULATION MANAGER

Large AM and Sunday located in Northeast seeks person experienced in circulation office systems. Must have experience setting up controls for sales, service and collections. Field experience a plus. Start mid \$20s. Box 32634, Editor & Publisher.

RECENTLY PURCHASED property in Willmar, Minnesota is putting together new, aggressive staff and is looking for a knowledgeable shirt sleeve circulation manager. Candidate should be growth oriented and be equipped to run own department in this 19,000 circulation paper. Send resume to Paul E. London, General Manager, Box 839, Willmar MN 56201.

HELP WANTED

CIRCULATION

DIVISION SALES MANAGER

Outstanding career and growth opportunity available with the morning Memphis Commercial Appeal newspaper. Responsibilities will include management of seven district sales managers in one of this country's most progressive circulation departments. Prefer strong sales orientation. Excellent salary, outstanding bonuses, car allowance and profit sharing. If interested, send resume to:

Ms A. Edwards
Personnel Department
495 Union Av
Memphis TN 38101

Equal opportunity employer

CIRCULATION DIRECTOR—30,000, 40,000 daily and Sunday in Zone 2 seeks an experienced circulation manager who can translate sales into gains. Must also be strong in planning, promotion, administration, implementation of programs and motivation of employees. Very attractive area. Reply to Box 32411, Editor & Publisher.

MANAGER for Zone 5 hard news weekly group, dominant in market. Good package, opportunity for "shirt sleeve" circulation effective with staff, kids and promotion yet not locked into transportation. Will consider second in command ready to forge ahead. Growth market, growth package. Resume to Box 32528, Editor & Publisher.

CIRCULATION MANAGER for 11,000 6-day PM and Sunday paper with 5 county Saturday supplement in active Zone 3 college town. Must have background in sales, promotion, collections, Little Merchant program, administration and be goal-oriented. Excellent salary, incentive bonus and fringe benefits. Please send resume and salary history in confidence to Box 32530, Editor & Publisher.

CIRCULATION SALES MANAGER

Aggressive sales promotion individual to join a fast growing national award winning weekly newspaper chain. This individual should have a track record of successfully building paid mail circulation. Knowledge of all sales avenues are necessary.

Salary to match qualifications. If you aren't afraid of the challenge contact John Rainey, Circulation Director, Imprint Newspapers, Box 2, W. Hartford CT 06107. (203) 236-5884.

READY TO MOVE UP?

If you are currently in the top circulation job on your smaller daily, have the experience, knowledge and drive to want to advance your career with our 30,000+ daily and Sunday award winning newspaper, we would like to hear from you. We are a rapidly growing Zone 5 paper in need of a highly qualified circulation manager who will report to our circulation director. Send complete resume stating your career objectives, goal and financial requirements to Box 32496, Editor & Publisher. All replies considered completely confidential.

ASSISTANT CIRCULATION MANAGER

Zone 2 daily and Sunday, over 250,000 circulation looking for experienced individual. Growth situation, not a spot for beginners. \$25,000+ to start. Resume in confidence to Box 32644, Editor & Publisher.

CIRCULATION DISTRICT MANAGER

18,000 PM daily with 6 person circulation staff has an opening for the right person. College and/or past circulation experience necessary. Good salary and benefits. Send resume to H. A. Warkley, Circulation Manager, Midland Daily News, 124 S. McDonald, Midland MI 48640.

CIRCULATION MANAGER for 7-day newspaper, 40-50,000 circulation in Zone 5. Need an experienced person with a proven record to manage and motivate. Great opportunity for someone in a modern organization. Good salary and fringe benefits. Send your resume in confidence to Box 32618, Editor & Publisher.

CITY CIRCULATION MANAGER

Medium sized evening and Sunday newspaper in Zone 9 is seeking a qualified and experienced person as City Circulation Manager. Successful management/administrative experience with strong marketing and sales promotion background required. Opportunity for growth. Send resume and salary history to Box 32332, Editor & Publisher.

HELP WANTED

CIRCULATION

DISTRICT MANAGER

\$365 per week

Planning to relocate! We have openings for experienced circulation district managers with proven track record. Position includes carrier recruiting, training and sales.

Applicants must be able to drive stick transmission, have a valid driver's license and a satisfactory driving record; and be physically able to repetitiously lift 35 lb newspaper bundles. To apply, mail detailed resume to Oakland Tribune, Personnel Department, PO Box 24304, Oakland CA 94623. Equal Opportunity Employer.

NEEDED IMMEDIATELY—Assistant Circulation Manager to quickly and effectively set up TMC distribution system for mid-size daily located in the Midwest. Publisher aims to use system as alternate delivery service. Good opportunity in a growing, successful organization. Competitive salary and excellent fringe program. Box 32583, Editor & Publisher.

DISTRICT MANAGERS

Growth opportunity with a newly organized circulation department. Knowledgeable in recruitment of Little Merchant and adult carriers, training, motivation, leadership and strong in sales. Excellent opportunity in one of the finest areas in the country (Zone 3). If you are concerned about your future, send complete resume including salary requirements and references in confidence to Box 32559, Editor & Publisher.

MANAGEMENT OPPORTUNITY

Tremendous opportunities exist for several individuals to enter a well-developed circulation management trainee program. We are a 7-day, Zone 9 newspaper with an immediate need for persons with solid supervisory skills. Opportunities exist in both our Customer Service and Single Copy Sales Departments. Degree preferred. The candidates selected will be hardworking with tremendous growth potential. We are looking for opportunity for personal development. Excellent salary and benefits package. All resumes will be handled in complete confidence. Please detail salary history when responding to Box 32555, Editor & Publisher.

CLASSIFIED ADVERTISING

ADVERTISING MANAGER wanted to run high volume classified ad department. 10,000 to 15,000 daily circulation range in Zone 5. Must be experienced and have excellent record to qualify for this opportunity. Scheduled opening by summer. Excellent salary, excellent pay and benefits. Send complete resume and related information to Box 32468, Editor & Publisher.

EDITORIAL

EXECUTIVE EDITOR for major Zone 2 suburban group. Must be broadly experienced in all phases of news department organization and in personnel management. Emphasis on creative, innovative coverage. Box 32296, Editor & Publisher.

SPORTS REPORTER/Copy editor, by Florida daily. Dolphins to Little League coverage in progressive, efficient department. Prefer 1, 2 years' experience or equivalent. Send resume, clips, references to Box 32527, Editor & Publisher.

ASSISTANT CITY EDITOR for fast growing, aggressive daily. Our ideal candidate has a few years' experience in reporting and editing, can demonstrate superior rewrite and copy editing skills, has solid news judgment, knows layout and VDT. We want someone who has potential for greater responsibility as paper grows. Contact John Coston, Casper Star-Tribune, PO Box 80, Casper WY 82602.

UNIQUE OPPORTUNITY

1200 circulation Indian reservation official county newspaper seeks editor (one-person operation). This person is also responsible for building a communications program for community college. J-school degree required. Serious applicants only; send clips, resume to the Dakota Sun, Box 483, Ft. Yates ND 58538.

STRINGERS for trade newsletter in home video field. Need Tokyo, London, Amsterdam coverage—other nations too. Mostly hard, short items. Send resume, request guidelines. Video Market, 1680 Vine, Hollywood CA 90028.

E & P CLASSIFIEDS
The Industry's Marketplace
(212) 752-7053

EDITOR & PUBLISHER for March 1, 1980

HELP WANTED

EDITORIAL

EDITOR of twice weekly newspaper. Challenging position with good responsibility. Considerable stock in corporation available. Write EDITOR, Box 997, Clarksville VA 23927.

WE ARE EXPANDING the copy desk and looking for editors who can help improve layout and write excellent heads. Try out mandatory. Send resume, with references, to B. Clair Cobb, News Editor, The Arizona Republic, PO Box 1950, Phoenix AZ 85001.

KEY POSITION—South Illinois daily newspaper. We need a leader willing to work with management team. Must be goal oriented. Exciting potential in rapid growing community. Must have minimum 3 years experience and knowledge in all phases of newspaper operation. Rapid advancement to managing editor for right person. Group owned newspapers. Send introductory letter, resume and salary requirements to Box 32402, Editor & Publisher.

MONTANA AND WYOMING newspapers located in the mountains need skilled reporter-photographers. Good wages. We're looking for potential editors, too. Send resume to Bill Sniffin, Box J, Lander WY 82520.

FREE PLACEMENT SERVICE

Daily Newspapers

Send us your resume; we will duplicate and refer it on current job openings. Editorial, advertising, circulation and back shop applicants welcomed.

New England Daily Newspaper Assn.
340 Main St., Room 527
Worcester, Mass. 01608

PRO WANTED—AM in busy Western city seeks sports editor with proven ability to pull out a winning editorial section. We want a person who can edit, teach, organize and manage. Send resume and samples to Box 32628, Editor & Publisher.

THE DETROIT NEWS is reviewing applications from veteran outdoor writers. If you want to work in one of the best competitive markets in the country send your work samples and your ideas on how the beat should be covered to: Ben Burns, Assistant Managing Editor, Detroit MI 48231.

EDITOR-IN-CHIEF

The Los Angeles Times Syndicate is seeking an experienced editor who is skilled at developing columns, comic strips, editorial cartoons, and special series. The candidate should be able to provide strong leadership to an editorial department of ten persons and work effectively with contributors, clients, management and employees. The syndicate has more than 100 contributors and they include some of the best known by-lines in journalism today.

We prefer an individual who operates at a fast pace under stress and who can change direction on short notice. A knowledge of newspapers, their editors and feature trends is required. Knowledge of editorial computer systems and of foreign markets is helpful but not imperative.

If you think you meet these qualifications, please contact J. Willard Colston, President, or Richard S. Newcombe, Vice-President and General Manager, Los Angeles Times Syndicate, Los Angeles CA 90053. Telephone (213) 972-7984. Confidentiality assured. Equal opportunity employer.

HELP WANTED

EDITORIAL

THE KANSAS CITY TIMES has immediate vacancies for persons with skill and experience in these specialty areas:

- Labor reporting
- Medical reporting
- Legal affairs reporting
- Telegraph copy editing
- Regional reporting in Missouri.

Please send resume and clips to Chris Waddle, managing editor, The Kansas City Times, 1729 Grand Av, Kansas City MO 64108.

EDITOR (minimum 2 years experience) for 100M metro weekly with feature/news focus to direct editorial staff and freelancers. Must have good sense of editorial packaging that will appeal to active, intelligent audience. Position opens April 1. Salary negotiable. Submit resume to publisher, Twin Cities Reader, 100 N 7th St, Ste 610, Minneapolis MN 55403.

MATURITY SOUGHT—A fast-growing daily in one of Florida's most attractive areas seeks experienced competitors for its local lifestyle section. One position requires a pro with top graphic, layout, editing and assignment skills capable of filling in for the section editor. We also seek two reporters who know how to handle society and club news plus spot stories. In return, we offer good pay, top benefits and a real future. Box 32389, Editor & Publisher.

MANAGING EDITOR for lively award-winning weekly in beautiful Evergreen, Colorado. Perfect opportunity for editor with bright ideas, snappy writing ability and good managerial skills. Send resume to Canyon Courier, PO Box 430, Evergreen CO 80439.

REPORTER who is imaginative, news-minded, self-starter, by medium sized aggressive Florida daily. Prefer 1, 2 years' experience or more. Resume, clips, references now to Box 32498, Editor & Publisher.

PHOTOGRAPHER-REPORTER—We're looking for the right person to fill out our staff on 2 tri-weeklies in Chicago's north-west suburbs. Must be able to take the winning shot and write the story to go with it. Call (312) 426-1642 or send resume, clips and salary requirements to: Gavin Maliska, 250 Williams Rd, Carpentersville IL 60110.

EDITOR

Opening April 1 for an editor with at least 5 years experience to direct night news operations for Zone 3, 100,000+ circulation daily.

Need self starting well-organized person with good news judgment, editing, content planning and layout experience. Must be oriented in good use of photos and graphics.

Send complete resume, including salary history, references (at least 2 professional), non-returnable page samples, and letter about yourself to Box 32238, Editor & Publisher. An equal opportunity employer.

FEATURE EDITOR

We want an experienced feature editor who is strong on graphics and color and who is a keen judge of entertainment and lifestyle features. We want someone who knows how to manage people and who can work with our talented writers, photographers and artist to produce sections that will grab readers. The editor we seek will have a proven track record in this field and a strong desire to help push our competitive Zone 5 daily over 40,000 and even higher.

Send us the sections you edit now and a letter telling us why you're the best editor for our job and letting us know how much money it takes to motivate you in a position with a great deal of responsibility and an opportunity for growth.

Box 32516, Editor & Publisher

HELP WANTED

EDITORIAL

J-GRAD/REPORTER/EDITOR—Free (51M) weekly "good news and feature" paper given paid. Page make up, design and photo skills helpful. Organizational talent and high aspirations essential. Feature story samples and resume. PO Box 2723, Lehigh Valley PA 18001.

MANAGING EDITOR—Capable person wanted for managing editor slot in growing 15,000 New Carolina daily. Must be able to work with 11-member news staff. Experience a must in daily management, layout, assignment, news judgment. Ability to work with people a plus. Opening immediate. Box 32593, Editor & Publisher.

JOIN THE NEWS TEAM—Wanted, copy editors with VDT experience to work the rim. Write exciting headlines and layout wire pages. If you're experienced, hard working, imaginative and ready to join the staff of one of New England's fast growing daily newspapers call Asa Cole, Managing Editor, The Middlesex News at (617) 872-4321.

AWARD WINNING 15,000 daily in Zone 5 looking for top notch general assignment reporter with emphasis on police and court coverage. Must be able to handle 35mm camera. Send complete resume and clips to Box 32579, Editor & Publisher.

REPORTER-PHOTOGRAPHER for award winning community newspaper in Wyoming, within easy access of national forest, wilderness and recreation areas. Excellent opportunity for advancement. Send resume to Cal Sechold, Editor, Box 592, Greer River WY or call (307) 875-3105.

1 WIRE EDITOR, 2 REPORTERS sought by 55,000 circulation daily. Excellent salary. Fringes for talented, aggressive persons. Write Editor, Saginaw News, Saginaw MI 48605. An Affirmative Action Employer.

EDITOR for top-notch, award winning 109-year-old Ohio weekly. This is no job for the timid or the 9 to 5 oriented person. It is a demanding position for a budget minded, experienced newspaperman. Salary is negotiable and will be commensurate with ability, effort and results. Write Dick Eckelberry, PO Box 65, Canal Winchester OH 43110.

THE URBANA DAILY CITIZEN, a 7500 PM daily west of Columbus, Ohio, is looking for a reporter experienced in small town, community journalism. Right applicant could move into weekly newspaper management. Ideal second job for ambitious reporter who has already demonstrated quality work. Also looking for photographer and society editor with similar capabilities. Competitive pay scale and benefits. Send resume and samples to Phil Angelo, PO Box 191, Urbana OH 43078.

A JOB WITH US is your best recommendation. Our grads, after 4 or 5 years have moved on to Knight-Ridder, Gannett, Capital Cities and top PR positions. Others have stayed with us for a career. We're America's largest rural weekly (21,000 ABC) 50 miles north of Detroit in a county of 500,000. News staff 6-10 plus. Average 65 pages. Three-time nationwide top weekly general excellence in NNA contests, last time in '79. Top wages, fringes, guaranteed overtime, new plant, non-union. Now seeking reporter. No requirements other than ability. Write Lynn Myers, editor, Lapeer County Press, Box 220, Lapeer MI 48445.

SPORTS EDITOR—If you can manage people, know sports from A to Z and can put together a section that is lively, complete and cleanly edited, we've got a top spot and a great staff waiting for you. We're located in a growing, sports-minded community in Zone 2 with a daily circulation of 75,000. Send resume, clips and layouts to Box 32548, Editor & Publisher.

BUSINESS REPORTER—Impressive, award-winning 75,000 circulation daily in Zone 2 is looking for a top-notch business reporter with at least three years experience in business. There is room to grow and grow for the person with talent. Send resume and clips to Box 32546, Editor & Publisher.

BUREAU CHIEF

New York State daily looking for experienced newspaperman to oversee managing bureau in small city. At least 4 years reporting and some supervisory experience required. Zone 2. Send resume and clips to Box 32598, Editor & Publisher.

HELP WANTED

EDITORIAL

COPY EDITOR

The Decatur (Ill.) Herald & Review, a combined 65,000 AM and PM daily has an immediate opening for a qualified copy editor to edit copy, write headlines and design pages. New, modern building, VDTs. Background in reporting is preferred as well as daily desk experience. Excellent benefits and growth potential. Send editing and writing samples with resume to M.J. Harper, Decatur Herald & Review, PO Box 311, Decatur IL 62525.

DALLAS has the hottest real estate market in the nation. And one of the nation's top all-day dailies, Dallas Times Herald, is looking for a pro who can turn out both hard news and features, prepare sparkling layouts and make his/her pages as exciting as the community. If you've got the experience, send resume to Irv Frank, Business Editor.

SEASONED REPORTER needed by hard-to-please 62,000 PM in fast moving market. We want a superb writer, an enterprising reporter, a cooperative team member. We pay well and expect the best. Will cover local government and urban affairs. Tell us why you want the job and get the job. Clips and resume to Ralph Langer, Everett Herald, Box 930, Everett WA 98206.

SPORTS DESKPERSON—We need an efficient deskperson to handle sports pages five nights a week for this 70,000 daily. Should have about two years experience and be familiar with VDTs. We have a new offset press, a highly professional group of sportswriters and an award-winning photo staff. We are seeking the person to hire the best person we can to help turn out well-edited and well-designed sports pages. We offer competitive salaries, premium night pay and some of the best fringe benefits in the industry. Position is open now. Send non-returnable samples of your work and complete background information, including salary history, to Patrick Coburn, Managing Editor, The State Journal-Register, PO Box 219, Springfield IL 62705.

CITY DESK

Conscientious planner with strong editing skills needed on 4:30 to 8 AM desk. Requires minimum 5 years experience and J-Degree. Responsible for state bureaus and metro edition advance copy. Write Box 32463, Editor & Publisher.

COPY EDITOR PLUS

We're an AM daily and Sunday in the South looking for a J-grad with at least two years daily experience and a strong interest or background in international news. Our desk is being expanded and we include an international news plane—the first step toward a full-scale foreign desk. Requires strong rewrite and wire file editing abilities. Resume to Box 32462, Editor & Publisher.

REPORTER—With interest in business news at company, worker and consumer level. Heavy emphasis on general features with about 50% of time devoted to business news. Top pay and benefits. Prefer recent graduate. Zone 5, daily and Sunday. Box 32461, Editor & Publisher.

BUSINESS REPORTER—52,000 circulation daily with ambitious ideas for economic news coverage needs a talented reporter to help keep tabs on one of the few metropolitan areas in the nation with a vital economy. If you're able to get quickly to the heart of a complex story and explain it to readers in terms they understand, we'd like to have you. Experience can be the big help, a driving enthusiasm for covering the economy is a must. Send clips, resume and references to Michael Hallinan, Financial Editor, Everett Herald, PO Box 930, Everett WA 98206. No calls please.

NEWS EDITOR who knows how to spell, edit tightly, write headlines that fit, layout attractive pages and meet deadlines. Will handle most of our layout, room for growth. Work 4 pm-1 am for 8600 daily that has the community buzzing with its progressive changes. Send resume, layout samples, references and current salary to Richard Mattson, executive editor, Cadillac Evening News, 130 N. Mitchell, Cadillac MI 49601.

JOB LEADS

PR/EDITORIAL Jobs nationally 200+ listings weekly. M. Sternman, 68-38 Yellowstone Blvd., Forest Hills, NY 11375.

HELP WANTED

MAILROOM

MAILROOM SUPERVISOR
Suburban daily and Sunday newspaper. 6:55m morning Circulation located in Zone 5. Using Sheridan inserting and IDAB stacker equipment on line. Good background and experience a must. Competitive salary plus excellent company benefits. Send resume and salary requirements to Box 32543, Editor & Publisher.

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MARKETING DIRECTOR for suburban daily in New York City area. Great opportunity for someone on the way up who desires competitive challenge. Must be energetic, goal oriented and promotion minded. Knowledgeable in retail, classified and circulation. Salary commensurate with qualifications. Write Box 32405, Editor & Publisher.

PHOTOJOURNALISM

ONLY THE BEST—Top pay, equipment, working conditions. Photojournalism graduate to help us become the best. Submit clips and prints which—sorry—we cannot return. We have everything we need except you. Please, no prints of girls in long hair standing in field of waving grain. Zone 5, daily and Sunday. Box 32460, Editor & Publisher.

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Growing company manufacturing large newspaper printing presses seeks senior and junior engineers experienced in large presses or comparable precision rotating machinery. Midwest and West Coast locations, excellent benefits, ESOT. Contact in confidence: Carl Hermach or Bob Hamilton.

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(214) 386-5833

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PRESSROOM SUPERVISOR—Rapidly expanding newspaper, Zone 4, is seeking a pressroom supervisor. Urbanite experience a must. Salary mid \$20s. Send resume to Box 32364, Editor & Publisher.

ASSISTANT PRESS FOREMAN—Advancement opportunity by end of year. Goss Metro offset. Zone 2. State experience, references, salary needed to Box 32467, Editor & Publisher.

EXPERIENCED PRESSPERSON for 8 unit Goss Community press, SC folders. Shopper and commercial work. Contact Gary Mohr (800) 843-6805, toll free.

PRESSROOM FOREMAN wanted in Zone 4. Must be capable of running top-quality color work. Must be familiar with Hoe Colormatic Press and plastic plates. Person must be willing to take charge and run a good clean pressroom. Medium size daily, 7 mornings and 5 afternoons. Good salary and benefits. Box 32591, Editor & Publisher.

PRODUCTION

ASSISTANT PRODUCTION DIRECTOR
West Coast Metro is seeking an Assistant Production Director. Candidates should have knowledge in all phases of newspaper production work in heavy union environment. Seeking person with initiative, proven capabilities. Night work a must. Excellent salary and benefits. Send resume and salary requirements to Box 32603, Editor & Publisher.

HELP WANTED

PRODUCTION

JOURNEYMAN, double wide web offset Harris 1600, preferably with daily and/or commercial background. Please call (303) 633-3881.

ASSISTANT PRODUCTION SUPERVISOR—Assist our top man in 7-person typesetting division of Long Island magazine company. Know Compugraphic Editwriters. Good/fast mechanical board person with design ability. Very organized. \$14,000 salary plus health insurance. Send resume to Production Supervisor, Gony Times, 230 Arlington Cir, East Hills NY 11548.

PUBLIC INFORMATION

PUBLIC INFORMATION OFFICER—Opening July 1, 1980 at St. Mary's College of Maryland, four-year, public liberal arts college (1200 students, 70 faculty) on Southern Maryland waterfront campus 68 miles southeast of Washington DC. Coed institution, still in developmental stage, is selective in admissions and dedicated to high quality education. Responsibilities include writing weekly campus newsletter, news and features for outside media, supervising student assistants, writing and editing of other publications. Knowledge of photography, darkroom techniques a valuable plus. Successful applicant will also have skills in development and personal relations. Send resume, writing samples, salary requirements to Director of College Relations, St. Mary's College of Maryland, St. Mary's City, MD 20686. An equal opportunity/affirmative action employer.

PUBLIC RELATIONS

PR DIRECTOR for one of the world's greatest speedways. Great challenge for a hard working, energetic person skilled in photojournalism, feature writing, news releases and broadcast PR. Salary commensurate with ability. Car, gas furnished. Send resume and salary background to: General Manager, Charlotte Motor Speedway, Box 600, Harrisburg NC 28075.

RESEARCH

RESEARCH MANAGER

Excellent opportunity for a newspaper researcher with some experience to join the Marketing Services Department of the Columbus Dispatch. This position calls for a degree and 2 or more years of appropriate experience. A Masters degree would be helpful. Send resume in confidence to: Department of Employee and Labor Relations, Dispatch Printing Co, 34 S 3rd St, Columbus OH 43216. (614) 461-5033. An equal opportunity employer m/f.

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Teleram is the designer and manufacturer of portable and desk top Video Display Terminals for copy entry and text editing. An invaluable asset to newspaper and magazine publishers, our Teleram 2277 terminal allows for remote entry of stories, editing of typed copy on video screens, storage of completed articles on floppy discs and transmission of final edited copy via telephone lines to remote receiving stations. We deliver corrected copy ready to run quicker, more efficiently and more economically than has been previously possible.

We have several openings in our national sales force team. A desirable background would be a combined knowledge of the graphic arts industry, publishing and the computer/VDT field which will give you the expertise necessary to market our unique products to press services, newspapers and the publishing industry in general. Our position at the leading edge of the industry for the past 7 years and our dedication to maintaining our leadership in a rapidly expanding technology backs our product with a high visibility, quality reputation on which you can build a solid future in sales.

We offer a good salary plus liberal commission structure to those joining our sales force and a competitive incentive package to sales reps desirous of a top quality line... with products/territory on an exclusive basis to both. Please send resume to Ernie P. Matson, National Sales Manager, Teleram Communications Corporation, 2 Corporate Park Drive, White Plains, New York 10604.

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MONEY MAKER—Very experienced daily marketing and ad director, general manager, and presently publisher seeks administrative capacity with progressive daily in Zone 4, 6, 8, or 9. Also experienced with weeklies, shoppers and TMC. Outstanding accomplishments and employer references. 34, BA, married. Box 32595, Editor & Publisher.

PROS with 20+ years plus experience in all phases of newspaper work seeking management slot in Zone 1 or 2. Would consider working partnership. Box 32544, Editor & Publisher.

ADVERTISING

AGGRESSIVE, experienced (4 years), knowledgeable, young (27) advertising salesman desires move to management. Zones 3-4. Write Box 32599, Editor & Publisher.

WOULD like to return to Texas. Over 30 years in sales and management. Prefer 6000 to 30,000 size operation. Top references. Hard worker. Moderate salary. Box 32547, Editor & Publisher.

AD MAN, 34 years experience desires permanent position. Top references. Zone 3, 4, 5, 6, 8. Box 32540, Editor & Publisher.

ARTIST

SEEKING POSITION ON DAILY. Experienced artist and cartoonist. Solid portfolio. Bob Seymour, 4651 Grafrod Ln, Stow OH 44224.

CIRCULATION

CIRCULATOR—17 years experience on 95,000 daily and Sunday. Strong in sales and promotion. Zones 2, 3, 5, (814) 838-3220. Box 32306, Editor & Publisher.

EDITORIAL

REPORTER—Six years experience covering city, county, courts, cops. seeks work on 50,000+ daily in West or Midwest. Clips available on request. Box 32415, Editor & Publisher.

EDITORIAL

SPORTSWRITER seeks position on metro after three years on small Eastern daily. Layout, writing, camera experience. Have experience covering pro and college teams. Box 32334, Editor & Publisher.

EXPERIENCED COPY EDITOR seeks key job on quality paper as features or lifestyle editor. VDT experience. Box 32412, Editor & Publisher.

ORGANIZER, 15 years' experience, seeks city editor-copy editor position on PM in South or West. Write Box 32499, Editor & Publisher.

WANT GOOD LOCAL SPORTS coverage? I want my chance to head the sports department of a small daily in Zone 5, New York or Pennsylvania. I'm a dependable workhorse with photo, graphics, VDT, some wire, and good organizational skills. Served four years with award-winning daily; just completed communications degree. Good references. Available now. Donald Nauss, 327 Morrison, Fremont OH 43420. (419) 334-3478.

AWARD WINNING sportswriter for 20,000 daily, VDT experience, seeks position on sports staff of 50,000-plus daily near Philadelphia, New York or Baltimore. Box 32293, Editor & Publisher.

CITY EDITOR at 18,000 daily seeks desk job at larger daily. Seven years experience in journalism. Skilled in layout, headline writing, copy editing. Extensive writing experience. Ed Issa, PO Box 1434, Greenville MS 38701.

SIX YEARS experience wire and daily reporting seeks government or feature spot on medium to large newspaper. Will relocate. Available now. Box 32545, Editor & Publisher.

EDITORIAL WRITER—Journalist, 29, with six years work in editorial writing and editorial page editing; minor reporting experience. Left 25,000 circulation 6-day to try freelancing. Prefer Zone 5, but willing to discuss other offers. Tom Gnutski, Box 226, Temperance MI 48182, or phone (313) 847-7955.

SHARP, conscientious, hard working 1979 English/J-rad looking for entry level job with small daily. Good on hard news/features. Versatile. Any zone—it's not the place, it's the people. References and clips available on request. Box 32505, Editor & Publisher.

REPORTER-EDITOR wants to fill that rewarding spot in your small to medium daily or weekly newspaper. Call (419) 385-6180 now. Candidate answering has J-degree, 13 month's experience as wire editor/reporter at 17+ daily, associate editor for national auto magazine and freelancer for "consumer" tabloid.

EDITORIAL

RELIGION WRITER, experienced, knows trends, personalities. Any Zone. Box 32607, Editor & Publisher.

LIFESTYLE, features editor. Top management potential. Understands new graphics but wants to expand beyond that. Seeks responsibility for entire section. I'll bring out the best in your staffers and photographers, then package their work flawlessly. Zones 1, 2, 3, 4. Box 32490, Editor & Publisher.

HARD-DRIVING reporter, weary of hotdogs and temperamental coaches on the sports beat, seeks feature writing/assistant section editor's job. Three years experience. Versatile writer with strong graphic skills. Box 32480, Editor & Publisher.

JOURNALISM PROFESSOR and adviser to award-winning weekly seeks 7 to 9-month writing or editing job on mid-size newspaper during sabbatical. Available July 1. Alan Koci Chmeketa Community College, PO Box 14007, Salem OR 97309.

EXPERIENCED sports editor seeks similar position on small town 5-day PM newspaper. Will work one month without charge to prove capabilities. MA fellowship winner. Available immediately. Please write Wes Dumont, Box 360, Las Vegas, New Mexico 87701. (505) 425-6761.

PRESSURE? I thrive on it. Young (26) but experienced (2 years) news reporter wants a shot on a daily. Any Zone. Box 32621, Editor & Publisher.

EDITORIAL WRITER—impressive, quality, productive work. Highly experienced, informed. To lead or join a spirited page. Box 32556, Editor & Publisher.

VERSATILE, humorous, incisive feature and editorial writer. Particularly interested in education editorship. Have been English teacher last 12 years. Former reporter, weekly editor and copy editor. Zones 8, 9. Russel Norvell, Box 1202, Mendocino CA 95460.

RECENT Nieman Fellow seeks special projects or national desk reporting slot. Presently writing commentary for large daily. Box 32542, Editor & Publisher.

AMBITIOUS, talented June J-school grad seeks entry-level position on daily newspaper, any region. Experienced as speechwriter, magazine freelancer, also reporter and editorial writer for nation's largest campus daily. Excellent photo skills. Resume, references and clips on request. Box 32539, Editor & Publisher.

I AM AN EDITOR on a leading metropolitan daily with long copy and telegraph experience, and am a freelance writer who has published widely in American and European newspapers and magazines. My family and I are moving to Israel, where I worked as a newsmen for five years, and I am seeking a position as a correspondent or stringer. Clips, resume and recommendations upon request. Box 32535, Editor & Publisher.

EDITORIAL

I'M TIRED of small newspapers. Reporter with 4 years experience and J-school degree seeks more rewarding post with mid-sized or large daily in Zone 1 or 2. Box 32614, Editor & Publisher.

MY AWARDS INCLUDE community service, layout, editorial writing. Have 3 years weekly editor/daily reporter experience. Can write sharp government, feature stories quickly. Seek Zone 1, 2, or 8 daily. Box 32609, Editor & Publisher.

EXPERIENCED news editor, supervisor, 15 years. Capable in editorial writing. VDT experience. Seek challenging career position. Box 32495, Editor & Publisher.

EDITOR, 58, seeks responsible job on medium or small daily. Highest professional standards. Midwest native. Prefers Midwest. Ex-daily managing editor, copy editor, wire service editor. Now in industry. Box 32600, Editor & Publisher.

SPORTSWRITER/SLOTMAN, 31, seeks new challenge. Nine years experience at medium-sized daily, VDT-trained, have covered all sports at pro, college, high school levels. Strong writing, editing, layout skills. Work well with young writers, manage staff of five part-timers. Box 32587, Editor & Publisher.

RETURN to reporting work sought by recent managing editor of 4600 daily, 7 years experience on dailies. An eager worker. Ed Butler, 16975 San Bernardino Av, Apt 343, Fontana CA 92335. (714) 823-3942.

FREELANCE

GAGS—Single and Multi-Panel. Your requirements please to Walt Nason, 7 Chester St, Glens Falls NY 12801.

PHOTOJOURNALISM

SEASONED PROFESSIONAL—32, 11 years experience; 2 years staff, 7 years director, 2 years freelance. Seeking permanent position. (813) 535-1947/message.

AWARD-WINNING, aggressive photo-journalist seeking position with metropolitan daily in Zones 5, 3, 4. Excellent references, outstanding portfolio and Nikon equipment. Call (513) 241-2733 or write 6600 Carew Tower, Cincinnati OH 45202.

PHOTO DEPARTMENT Manager, I can help control expenses, increase productivity, and improve print quality. Experienced. David N. Arndt. (313) 769-1402.

SYNDICATE SALES

RETIRING PUBLISHER, strong in sales wants syndicate feature or features to rep. Salary and/or commissions negotiable. Zone 5. Box 32632, Editor & Publisher.

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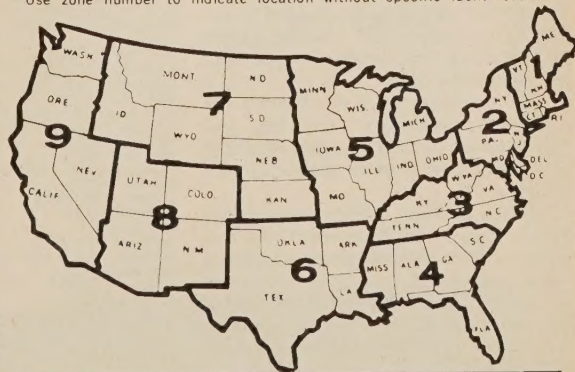
Editor & Publisher

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E&P Employment Zone Chart

Use zone number to indicate location without specific identification



The weather vane turns

Six months ago (Sept. 29), commenting on the revolution in Nicaragua and the rebirth of *La Prensa* in Managua, we said "the Communists, no more than the Fascists, cannot tolerate a free press. *La Prensa* and the Chomorro family have stood for freedom. The degree of freedom under which *La Prensa* is permitted to publish by the new regime will be the political weather vane for that country."

Up to now, *La Prensa* has been exercising editorial freedom without obvious restraint from government. Other restraints on free expression have been reported in *La Prensa*, however. These incidents reveal what can happen to supposedly free journalists under a system of licensing or government approved "credentials."

Pedro Joaquin Chamorro Barrios, whose famous father, then editor of *La Prensa*, was assassinated Jan. 10, 1978, wrote in that newspaper Feb. 4, 1980, that a popular 7 a.m. news program "Radio Mil" had been suspended and that its creator, Oscar Leonardo Montalvan, had been suspended and expelled from the Union of Nicaraguan Journalists. Under the Communications law that effectively bans him from working for news media in that country.

Chomorro wrote that "the new 'guarantors of the freedom of the press' inexplicably condemned their own colleague, without affording him even the opportunity to defend himself. It was error after error. Every man has the right to defend himself before being condemned, especially within the same family: the Union of Nicaraguan Journalists."

The broadcaster, a veteran of 30 years experience, had made the mistake of criticizing the Sandanista Revolution on occasion and had recently interviewed a Nicaraguan physician who criticized a high government official.

You can't do that, apparently, in Nicaragua and the journalist's organization did the government's bidding by expelling the "perpetrator." He has said he will have to go to Costa Rica to find work to support his family.

The broadcaster was silenced for "counterrevolutionary" reporting, and the editor of a recently closed newspaper had to defend himself against similar charges.

Melvin Wallace, a Nicaraguan citizen whose father was from the U.S., was editor of *El Pueblo*. His paper was closed on the pretext of "counterrevolutionary journalism" and he appeared in a trial of two of his employees who were arrested also for allegedly violating the communications law.

The weather vane in Nicaragua is not exactly spinning, but it has turned noticeably. As long as *La Prensa* can continue to survive as the nation's symbol of freedom we will know at least what is transpiring there.

Leads fund drive

Kenneth Roman, Jr., president of Ogilvy & Mather U.S.A., was named to head the 1980 Community Appeal Fund Raising drive for the American Red Cross in Greater New York. The goal of the community appeal campaign is to obtain one million dollars from direct donors.

Past Week's Range of Stock Prices

NEWSPAPERS		One Year Ago
	2/27	2/20
(a) Affiliated Publications (AMEX) ...	173 1/2	18 1/2
Blue Chips Stamps (OTC)	22 1/2	23 1/2
Capital Cities Comm (NYSE)	46 1/4	47 3/8
Cowles Comm (NYSE)	24 1/4	24 1/2
Dow Jones (NYSE)	42	41 1/2
Early Calif Industries (OTC)	8	7 3/4
Gannett (NYSE)	42 1/4	43 1/4
Gray Comm (OTC)	N/A	42 23 1/2
Harte-Hanks (NYSE)	22 1/2	24 21 1/2
Jefferson Pilot (NYSE)	26 1/2	30 30
Knight-Ridder (NYSE)	22	24 23 1/2
Lee Enterprise (NYSE)	21 1/4	21 1/2
Media General (AMEX)	26	26 20 1/2
Media Investment (OTC)	N/A	N/A 56
(b) Multimedia (OTC)	19	20 1/2
New York Times (AMEX)	22 1/2	23 1/2
Panax (OTC)	N/A	N/A 5 1/2
Post Corp. (Wis) (AMEX)	16 1/2	16 1/2
Quebecor (AMEX)	12 1/2	13 7 1/4
Stauffer Communications (OTC)	36	36 24 1/2
Thomson Newspapers (CE)	15	14 1/2
Times Inc (NYSE)	49 1/2	52 39
Times Mirror (NYSE)	34 1/2	36 1/2
Toronto Sun (CE)	N/A	N/A 14 1/2
Torstar (CE)	23	23 1/2
Washington Post (AMEX)	19 1/4	19 1/2

(a) Stock split 3 for 2, effective Jan. 1980
(b) Stock split 3 for 2, effective Dec. 1979

SUPPLIERS		One Year Ago
	2/27	2/20
Abitibi (CE)	23 1/2	23 1/2
Allied Chemical (NYSE)	56	57 N/A
Altair (OTC)	4 1/4	5 4 1/4
AM Intl (NYSE)	17	16 1/2
Boise Cascade (NYSE)	35 1/2	39 1/2
Compugraphic (NYSE)	28	28 1/2
Consol. Bath (Mont)	17	16 1/2
Crown Zellerbach (NYSE)	46 1/2	50 32 1/2
Digital Equipment (NYSE)	77	76 1/2
Dormar (AMEX)	23 1/2	24 21
Dow Chemical (NYSE)	35 1/2	36 1/2
Eastman Kodak (NYSE)	46 1/2	48 1/2
Georgia Pacific (NYSE)	29 1/2	31 27 1/2
Grace, W.R. (NYSE)	41 1/4	40 26
Great Lake Forest (CE)	60 1/4	N/A
Great No. Nekooosa (NYSE)	33 1/2	35 31 1/2
Harris Corp (NYSE)	35 1/2	37 25 1/2
Hunt Chem (NYSE)	11 1/4	12 1/2
International Paper (NYSE)	40 1/2	42 1/2
Itak Corp (NYSE)	27 1/2	28 1/2
Kimberly Clark (NYSE)	43	42 1/2
LogEtronics (OTC)	14 1/4	15 1/2
Logicon (AMEX)	21 1/4	21 1/2
MacMillan Bloedel (CE)	N/A	N/A 23 1/2
Minnesota Minn. & Mfg. (NYSE)	51 1/2	52 56 1/2
Raytheon (NYSE)	76 1/2	74 1/4
Rockwell Intl (NYSE)	53 1/2	56 1/2
St. Regis (NYSE)	31 1/2	32 30 1/2
Southwest Forest Ind. (NYSE)	17	18 1/2
Sun Chemical (NYSE)	28 1/2	29 1/2
Visual Graphics Corp. (AMEX)	6	6 1/2
Volt Info. (OTC)	28 1/2	31 N/A

Lima president urged to restore dailies to owners

Two international press organizations joined in urging the Peruvian government to return the Lima dailies expropriated in 1974 to their rightful owners before presidential elections scheduled for May 18.

Ranald MacDonald, chairman of the International Press Institute and publisher of *The Age*, Melbourne, Australia, and George Beebe, publisher of the *Miami Herald*, made the request in a cable to Peruvian President Francisco Morales Bermudez.

They pointed out that "international public opinion would most certainly doubt the validity of elections at a time when all major dailies continue under government control."

Lima's eight daily newspapers were expropriated in 1974—the owners call it confiscation because they have not received compensation—and since then the government has appointed the top editorial and administrative executives. The action was taken under the previous military government headed by the late General Juan Velasco Alvarado in order to "democratize" the press.

MacDonald and Beebe said in their cable to President Morales Bermudez:

"The International Press Institute and the Inter American Press Association were delighted when you stated recently that the expropriation of Lima newspapers in 1974 was the government's worst mistake and that these dailies legally still belonged to their original owners."

"In addition to the fact that restoration of the newspapers would correct an unjust and illegal action, we feel that reestablishment of a free daily press is essential in this pre-election period when all voices should be heard freely."

"International public opinion would most certainly doubt the validity of the elections to be held May 18 at a time when all major dailies continue under government control."

"For these reasons we urge your excellency's government to provide a just and prompt solution to this serious problem, in accordance with the formula you have discussed with the newspaper owners."

The most frequently mentioned formula is a form of co-management with owners controlling 60 shares and workers 40%.

Correction

Eugene J. Reilly recently retired after serving as associate publisher and vice-president of the *State College (Pa.) Centre Daily Times*. It was incorrectly reported February 9 he had been an associate editor.

EDITOR & PUBLISHER for March 1, 1980

HARRIS



COMMUNICATION AND
INFORMATION PROCESSING

January 10, 1980

RICHARD H. BELL
GENERAL SALES MANAGER

Mr. Alton F. Baker, President
Mr. Edwin M. Baker, Secretary
Guard Publishing Co.
975 High St. P.O. Box 10188
Eugene, OR 97440

Dear Bunky and Ted:

I would like to add my congratulations to you and the staff of The Register-Guard for your winning ways with newspaper editing and production -- as noted by both the judges of the National Better Newspaper Contest, and the 23rd annual Editor & Publisher color award committee.

If I'm not mistaken, your organization took no less than eight awards from the NNA, including five firsts, plus the E&P Best National Color Ad award in the 'under 100,000' division.

As a firm that is vitally involved in producing equipment that reproduces color as faithfully as today's technology permits, it is personally very gratifying to know that a Harris newspaper offset press was utilized in generating color that was involved in two awards: The NNA Best Use of Color Process (first) and the E&P Best National Color Ad.

Important as that is to us, I'm sure that you and your staff are savoring the other awards you garnered: first for general excellence in a daily (over 25,000); second for excellence in typography in a daily; first for best family life/living pages; first for best sports pages; second for best coverage of business and economic news; first for best coverage of amateur music; and second for best coverage of agricultural news.

I know you plan to maintain these high levels of excellence -- aims that never can generate true detractors. Again, congratulations and best wishes for continued success.

Cordially,

Rich Bell

Richard H. Bell

SIZE US UP!

The Sunday Advantage belongs to the *News* in size, convenience, rates, readers, reach and frequency.

The Sunday *Rocky Mountain News* has all the material you want for your relaxed reading and browsing, shopping needs and pure fun.

But you don't have to be an expert in puzzles to find what you're looking for.

Or an expert in judo to turn a page.

We're sized right: Big enough to know you, not throw you.

That's why Denver is a *Sunday News* town. And a *Monday, Tuesday, Wednesday, Thursday, Friday* and *Saturday News* town.

More readers between the ages of 18 and 44 choose the *Sunday Rocky Mountain News* over the *Sunday Denver Post*. *

MARKET COMPOSITION	Sunday News		Sunday Post	
	Readers	% Coverage	Readers	% Coverage
1,030,000 Adults 18 +	486,000	47%	527,000	51%
627,000 Adults 18-44	308,000	49%	278,000	44%
311,000 Men 18-44	151,000	49%	136,000	44%
316,000 Women 18-44	157,000	50%	142,000	45%
63% of Sunday <i>News</i> readers are between 18-44				
53% of Sunday <i>Post</i> readers are between 18-44				

And when it comes to filling the classified needs of our market, we clearly have the advantage — on Sunday and every other day of the week. The *News* has 278,000 Sunday classified ad readers, while the *Post* has only 273,000. And in a study of a recent seven-day period, the *News* had 22.7% more classified ad readers than the *Post*. *



Denver
Rocky Mountain News

a Scripps-Howard newspaper

*Figures provided by Belden, leading newspaper advertising research